

IMPAX Strategic Advantage Research Service

Wield the Power of Knowledge

Everything You Need to Know to Win the Deal

It's not who you know anymore; it's what you know and how you use it. That's why Strategic Advantage Research Service by IMPAX is the most intelligent investment you can make when you can't afford to lose the sale.

Translating Financial and Operating Reports into Sales

A Strategic Advantage Research report is an in-depth analysis of the most current information resources – financial statements, operating reports, trade magazines, internet sites and more. In every report we succinctly outline – in terms your sales professionals will easily understand – why this information is important, what's happening in your customer's C-suite, and how to leverage that knowledge.

Use this powerful, one-of-a-kind resource to:

- Create a stellar first impression. Your customer will be impressed and surprised by your insight on their company.
- Identify key contacts and decision makers. Save networking time and energy by immediately knowing who is most likely to buy and who you should focus your selling efforts on. High-level organizational charts reveal profiles and tenures, and even photos.
- Make the most of your research meetings. Strategic Advantage Research Service provides key information so you can use precious meeting time to ask pointed questions that unveil inside information not publically available.
- Build effective customer presentations quickly. Strategic Advantage Research Service will provide the actual slides to set the foundation for a presentation that genuinely puts the customer first. This includes an overview of their organization including a company profile, business objectives, strategies, and business issues.
- Elevate yourself from vendor to valued resource. Easy-to-understand analysis and summaries give you a clear understanding of your customer's specific needs, priorities and goals so you can outline the optimal solutions to achieve them.
- Make it easy for the decision maker to say "yes." Wield the knowledge you gain through Strategic Advantage Research Service to launch yourself to a valuable business resource by directly addressing issues that decision makers care about most.

With Strategic Advantage Research Service, you'll leave nothing to chance. Over the past decade, The Strategic Advantage Research team has developed literally hundreds of business-winning reports: they know what to look for, what it means, how to leverage it and how to put it all together in an easy-to-understand package.

Contact us today by calling 1-800-457-4727 or visit us online at www.impaxcorp.com

"Strategic Advantage

Research was exceptional;

their report saved me hours

of time and was invaluable

for our customer briefing.

You really couldn't make

a smarter investment."

Charles Larson
Executive Vice President
NetApp Global Services



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