



BUSINESS MIND

creativity meets results

How to use data & analytics by sector to **ENHANCE** your **COMMERCIAL STRATEGY**

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How to leverage INTERNAL and EXTERNAL DATA about clients in order to create better targeting scenarios and to adapt commercial terms.

Key findings:

We propose a new method to make sure you contact the right companies according to your marketing strategy.

We will share with you our method to target prospects and clients according to traditional criteria and on their ability to pay



What additional **COMPETITIVE ADVANTAGES** brings this method?



As a new market entrant, you identify the best opportunities



You compare your existing portfolio of clients with the market opportunities by segment - *sector of activity, turnover or size of the company, location and ability to pay*



DATA & ANALYTICS definitions

How to leverage data for your benefits?



DATA

Internal and external data about clients and prospects in order to identify sales opportunities.



ANALYTICS

Take automated decisions based on data.





What data you can access in ROMANIA?

Financial data is available online as well as various commercial data

COMPANY STATUS

Legal - RECOM
Fiscal - ANAF
Insolvency Bulletin



IDENTIFICATION DATA

Company name
Trade Registry no.
address, phone,
NACE code



FINANCIAL FIGURES

Balance - sheet
Indicators
Evolution

NEGATIVE data

Payment incidents
Debts to the state
Commercial trials
Insolvency



REAL SECURITIES OFFICIAL GAZETTE

RISK assessment

Automated risk scoring
Credit risk report
Credit limit



[Check out the video sample](#)

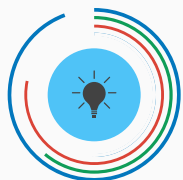


STUDY OBJECTIVES & METHODOLOGY

PROPOSED APPROACH BY SECTOR

01

Objectives



- You get a **Top-down vision** about the trend, evolution & risk of the leading performing indicators
- **Bottom-up approach** to compare each company with their peer group

02

Methodology



- We select the companies that published their financial data, and we extract data
- Our methodology relies on our **commercial risk experience** and provides the advantage of a **dynamic vision** of the current companies and the sector to identify the trend and the change.

03

Excel file with
key data



- Users develop their scenario with the excel file to extract companies or compare a company with its peer group.

[Check out the video sample](#)



KEY BENEFITS: SECTOR STUDY versus CLIENTS' PORTFOLIO



Sector of activity



Location



Size



Ability to pay

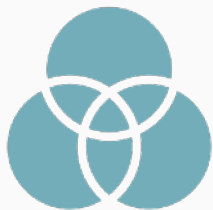


You score every client & every company in Romania by segment

[Check out the video sample](#)



KEY BENEFITS: SECTOR STUDY versus CLIENTS' PORTFOLIO



You compare each segment and measure the penetration rate



You prepare marketing list of companies to target in priority



KEY BENEFITS: SECTOR STUDY versus CLIENTS' PORTFOLIO

EXAMPLE OF ACTIONS YOU CAN TAKE:



Develop knowledge of commercial credit specifically for the micro-companies based on internal data (payment profile, guarantee);



List the companies that are low risk, develop **new commercial risk rules for this segment and develop **specific sales terms** with them;**



PRACTICAL EXAMPLE: SECTOR STUDY versus CLIENTS' PORTFOLIO

EXAMPLE OF ACTIONS YOU CAN TAKE:



Analyze the the Client gross margin by segment and by type of company



Adapt the commercial credit conditions by segment => more flexibility with Very-Low Risk and Low-Risk clients

Why should you consider using Data & Analytics in your commercial approach?



Sales and Marketing professionals enhance their targeting models by using data & analytics to identify the prospects according to various criteria like: Industry, Geography, Turnover, Profit, No. of Employees and Commercial Risk Level.

By using the thematic sector studies you understand the trend and evolution of prospects in order to identify those that are more likely to buy your products or services and to avoid those that are under stress.

[Check out the video sample](#)

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AVAILABLE STUDIES:

- Top 10,000 companies in Romania
- Accounting & Consulting
- Agriculture
- Automotive: Retail & Spare parts
- Construction
- Electricity, Gas, Steam & Air Conditioning
- Electricity Producers
- Financial & Insurance
- Food & Drinks
- Games & Bets
- HoReCa
- Hospitals & Stomatology
- IT
- Leasing
- Manufacturing
- Recycling
- Retail
- Transport & Logistics

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What you receive?

- PowerPoint presentation
- Excel with all data included for the user to create the client profile and scenarios
- Training

[Check out the video sample](#)

Your investment:

790 EUR

*VAT not included (if applicable)



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