

Empower Sales Teams to Drive Revenue

Thousands of sales professionals across the country trust IBISWorld Industry Research. Our easy-to-read online reports cover more than 400 Canadian industries to help you quickly get up to speed on any prospect's operating environment.



Smarter Salespeople



Engaged Prospects



Accelerated Sales Cycle

How IBISWorld can help you drive revenue



Boost Meeting Preparation

Become an instant industry expert and craft high-quality pitches in less time



Identify New Markets

Grow revenue by finding new opportunities in expanding industries



Challenge Prospects with Key Industry Insights

Encourage leads to think differently about their problems and consider new opportunities



Establish Credibility

Anticipate prospects' pain points and use their language to demonstrate expertise



Save Time with More Effective Prospecting

Enhance sales planning by targeting industries with market conditions that are a perfect fit for your product or service



Develop Immediate Rapport

Get prospects to open up and reveal important information by asking highly relevant questions

IBISWorld Offers a Collection of Tools and Resources that Empower Sales Teams to Drive Revenue

Role: Sales & Marketing

Have export markets offered an opportunity for your company?

- Export opportunities exist to countries such as Canada and Mexico for manufacturers that have a strong reputation and can compete on price.
- Unfortunately, the rising dollar and stiff foreign competition have dwindled sales to export markets for domestic manufacturers.

How has competition from imports from low-wage countries like China and Mexico impacted your operations?

- Many household appliance manufacturers have outsourced operations to low-wage countries to stay cost-competitive, or have shifted brand strategy to promote domestic production and product quality.
- Some companies have moved higher value manufacturing processes to states with skilled labor and outsourced low-skill operations to low-wage countries.

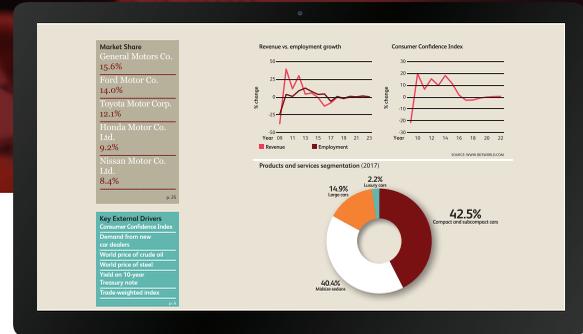
Role: Strategy & Operations

Is your company investing heavily in R&D to meet changing consumer preferences?

- R&D investment has been crucial for appliance manufacturers to stay at the forefront of energy reduction initiatives.
- Typically, manufacturers invest about 2.0% of revenue toward R&D.

Is your company located in proximity to important suppliers?

- Companies try to reduce costs by locating close to their primary resources, such as rubber and steel.
- For example, a large number of manufacturers have facilities in the Great Lakes region because it is home to the largest number of steel producers in the country.



Call Preparation Questions

Invaluable conversation starters that turn sales calls into strategic conversations about a prospect's business. Potential clients will quickly see you as a subject matter expert, because you'll be able to speak knowledgeably about issues important to their industry.

Meeting Prep Sheets

Boost meeting preparation using our iExpert Summaries, which condense our full industry research reports into 5 pages of graphics, tables and key questions to ask prospects. Save time by gaining insight about an industry with minimal research time.

KEY SELLING INDUSTRIES

22131CA	Water Supply & Irrigation Systems in Canada Water supply and irrigation systems are used by vegetable farmers.
32531CA	Fertilizer Manufacturing in Canada Fertilizers are used by farmers to supply nutrients to crop.
33311CA	Tractors & Agricultural Machinery Manufacturing in Canada Agricultural equipment is used for harvesting vegetable and melon crops.
41711CA	Farm, Lawn & Garden Equipment Wholesaling in Canada Harvesting machinery and other equipment used for producing food crops are purchased from wholesalers.

Industry Prospecting Tool

Identify new markets that are ideal for your product or service. The Industry Data Wizard is an easy-to-use tool that lets you quickly prospect IBISWorld's database of information by running custom reports.



Recognized as a trusted independent source of industry research, IBISWorld offers a comprehensive database of unique information and analysis on 400+ Canadian industries. With an extensive online portfolio valued for its depth and scope, the company equips clients with the insight necessary to make better business decisions while saving time and money. IBISWorld Industry Research serves a wide range of academic, business, professional service and government organizations from its US Headquarters in New York City.