



READY TO START QUICKLY INCREASING YOUR GAS REVENUES AND PROFITABILITY?

**WITH GAS INNOVATIONS INFORMATION-DRIVEN SALES & TARGET
MARKETING SOLUTIONS, YOU GET BETTER PROSPECT RESULTS AND
COUNTINUED GROWTH AT EACH STAGE OF EXISTING CUSTOMER'S
LIFECYCLE.**

-
- ✓ **CREATE A HIGH IMPACT TARGET PROSPECT LIST**
 - ✓ **USE BUSINESS DATA TO YOUR ADVANTAGE (80/20 RULE)**
 - ✓ **ACQUIRE NEW CUSTOMERS & CLONE EXISTING CUSTOMERS**
 - ✓ **ACCURATE, CONCISE INFORMATION & ANALYSIS THAT A BUSINESS PERSON CAN USE TO MAKE WELL-INFORMED DECISIONS**
 - ✓ **OVERLAY OF TARGET PROSPECTS COMPARED TO DISTRIBUTOR / PLANT LOCATIONS (SEE WHERE OPPORTUNITIES ARE)**
 - ✓ **GET A COMPLETE PICTURE BY AGGREGATING INTERNAL & EXTERNAL INFORMATION**
 - ✓ **CROSS-SELL/UP-SELL BY IDENTIFYING HEADQUARTERS, BRANCHES, PARENTS, & SUBSIDIARIES FOR POTENTIAL NATIONAL ACCOUNTS**

➤ **ACQUIRE**

➤ **SERVICE**

➤ **RETAIN**

➤ **GROW**



GAS INNOVATIONS SALES AND TARGET MARKETING SOLUTIONS

WE USE A COMPLETE UNIVERSE OF 14 MILLION US D & B BUSINESSES WHICH IS UPDATED EVERY QUARTER.

START WITH MARKET ANALYSIS OF YOUR GEOGRAPHIC AREA TO DETERMINE INDUSTRY SPECIFIC OPPORTUNITIES.

WE CUSTOMIZE OUR TARGET PROSPECTS TO INDUSTRY SPECIFIC SECTORS AND DEVELOP PROSPECTS WHO ARE MOST LIKELY TO BUY YOUR PROPYLENE, INDUSTRIAL, SPECIALTY GASES OR KOBELCO WELDING WIRE

WE CAN PROFILE EXISTING CUSTOMERS AND CLONE THEM TO DETERMINE HOW MANY MORE PROSPECTS ARE JUST LIKE THE CLONE IN YOUR AREA.

DETERMINING NEW SITE LOCATIONS CONVENIENT TO CUSTOMERS CAN EASILY BE DETERMINED AS WELL.

COMPLETE PROSPECT DETAILS AND MAPPING IS PROVIDED

FIRMOGRAPHIC PROFILES OF U.S. BUSINESSES

IDENTIFY YOUR BEST MARKETS FOR YOUR PRODUCTS & SERVICES

