



OUR OFFER

As a customer of the Professionals Academy you benefit from special conditions: Progroup covers 50% of the costs. You will receive the exclusive promotional price of 1,500 €.

Because you are a valued partner. This creates joint growth at eye level. For a strong future.

Included services:

- + Analysis and identification of your unknown top 20 target customers
- + Clear visualization in form of a strategic sales map
- + Further development of the product portfolio

RECOGNISE AND EXPLOIT POTENTIALS.

White-Spot-Analysis for the packaging industry.

**Any questions?
We are here to help you.**

*Professionals Academy SPO GmbH
Maximilianstraße 43
67433 Neustadt/Weinstraße
T. +49 1525 9713306
info@professionals-academy.de
www.professionals-academy.de*

With our White-Spot-Analysis for the packaging industry, you are able to identify untapped customer potential. We evaluate them individually and systematically for you and your company.



Our model considers a radius of 150 kilometers around your location. We include relevant influencing parameters. The result: a tailored approach to managing your sales activities. This enables you to achieve even more targeted market exploitation.

INDIVIDUAL AND SYSTEMATIC

DISTANCE KILOMETERS

- + Distance kilometers to your location
- + Distance kilometers to your strongest competitors

INDUSTRY STRUCTURE

- + Industry structure
- + Sales volume
- + Corrugated board intensity of markets

RELEVANCE

- + Known companies (active, former and in the past contacted companies)
- + Postcode areas in which numerous existing customers are represented

OUR MODEL

- + Operational instrument
- + Flexible
- + Individually tailored to your needs

PRACTICAL OVERVIEW OF REVEALING MARKET DATA

We provide you with a list of top 20 target customers in your region and additionally visualize them in a sales map.

SHARE KNOWLEDGE AND PROFIT TOGETHER

For the analysis of the white spots in your region, we use our extensive database as a basis. We complement our model with relevant information about your individual customer base. This increases the quality and success rate.

One thing is safe: your data. They are treated confidentially and deleted after the project is completed.

YOUR ADVANTAGES

EFFICIENT - TARGETED - INDIVIDUAL



Speed:

You minimize your research effort and increase your effectiveness in customer approach.



Target security:

You increase your success rate in the acquisition of new customers.



Inspiration:

You motivate your sales force through systematic concepts for market development.

SHARING RESOURCES AND KNOWLEDGE

For the White-Spot-Analysis in your region, we use our own data as a basis. We exclude duplicates of your list out of the search. This includes:

- + Active customers
- + Former customers
- + Interested parties and contacted companies

This is how we achieve the optimum results together.