



Sage Recon

## **Competitive Intelligence Services**

We give our clients the insights they need  
to close more business and grow sales.

Businesses are awash in data, but real insights to drive decisions remain elusive. We engage the human element in corporate strategy through interviews-based competitive intelligence research. One overarching insight, in the right hands, is more valuable than a million data points.

## OUR SERVICES

Sage Recon

WE GATHER THE  
KEY INFORMATION  
OUR CLIENTS  
NEED TO STAY  
AHEAD OF THE  
COMPETITION



### COMPETITIVE INTELLIGENCE

Custom competitive intelligence reports based on direct interviews with target companies.

Information gathered includes pricing, market share, product development and latest/upcoming initiatives.

Mystery shopping provides high-level executives a look inside their organization's day-to-day sales practices to ensure that strategies formed at the C-Level are being executed by the salesforce.

### MARKET ANALYSIS, SALES STRATEGY

Building on our custom competitive intelligence reports, we deliver expert analysis of the client's market position and opportunities, mapping out the best way forward.

Our market analysis and insights are based on a combination of interviews with corporate insiders, customers and the informed views of our staff members who have decades of experience and advanced degrees.

### HANDS-ON SALES ENABLEMENT

Building on our reports and analysis, we develop sales enablement tools, including battlecards, sales scripts, email templates and webinars to spread the client's message.

Our retainer-based services combine our intelligence gathering capabilities with top-notch sales teams that are experienced in reaching and closing deals with decisionmakers.

Contact us today:  
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