

## **Sales and Marketing Data for Strategic Growth**

### **200+ MRO & OEM Product Profiles Available**

Since 1986, Industrial Market Information has offered a range of market research products and services that allow customers to gain data-based insight to support sales and marketing goals. These services include:

- Market Demand Reports
- Customer Prospect Lists
- Append SIC/NAICS codes to customer records
- Annual IMI Database Subscription
- Customized Research Projects

This brochure provides details and samples of the products and services that IMI provides.



**For more information:**

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## Insight into Total Market Potential

IMI's Market Demand Reports provide a three-dimensional view into estimated market size, customer segment potential, and customer size demographics. These three "data slices" give you insight into total market potential and your market share by both customer type (SIC) and size.

IMI provides data for more than 200 MRO/OEM product classes.

Find growth opportunities in new and existing markets, and pinpoint market demand by county, ZIP and account.

### Market Demand Reports have three parts:

#### 1. Estimated Product Potential by Geographic Area Specified (national, state, county, ZIP)

Geographic Area                      Product Class                      Total Companies                      Total Consumption

	A	B	C	D	F	G	L	M
1	IMI Demand by Geography - State A: All counties				Industrial Market Information - January 2011			
2								
3	Totals = \$			9,640,089.00	\$	4,580,879.00	\$	15,663,032.00
4	STATE CO	FIPS COL	NAME	1 ABRASIVES BONDED	4 ABRASIVES SUPER (DIA&CBN)	5 TOOLS CUTTING H.S.-STEEL	COMPANY COUNT	JOB TOTAL
5	WI	1	ADAMS	6988	1802	18138	429	334891
6	WI	3	ASHLAND	40984	30536	80132	903	1520885
7	WI	5	BARRON	244310	9745	395299	2471	4449355
8	WI	7	BAYFIELD	66947	3613	77468	858	702237
9	WI	9	BROWN	2675662	71059	2988313	8331	27101193
10	WI	11	BUFFALO	5459	832	20141	837	351673
11	WI	13	BURNETT	54452	86300	210621	780	1665494
12	WI	15	CALUMET	23141	216576	424296	1055	2989584
13	WI	17	CHIPPEWA	189745	128587	493453	2968	3865468
14	WI	19	CLARK	187703	143365	412218	2017	3505742
15	WI	21	COLUMBIA	306972	114519	381623	2606	3587621
16	WI	23	CRAWFORD	16553	8704	36704	944	872017
17	WI	25	DANE	1964089	898698	3822945	15401	31235344

## 2. Estimated Product Potential by Customer Segment (4-digit SIC code)

SIC Code and Description      Product Class      Total Companies      Total Consumption

SIC CODE		SIC CODE DESCRIPTION	5 TOOLS CUTTING	6 SAW BLADES	29 SAFETY PERSNL PROTECTN	COMPANY COUNT	JOB TOTAL	
1		IMI Demand by SIC - State A: All counties	Industrial Market Information - January 2011					
3		Estimated Product Potential Totals =	\$ 1,303.00	\$ 9,530.00	\$ 224,434.00	17,792	\$235,266.00	
5	0111	WHEAT	15	22	890	63	927	
6	0115	CORN	574	827	38076	2514	39576	
7	0116	SOYBEANS	53	2	1185	233	1320	
8	0119	CASH GRAINS NEC	1	124	3204	313	3409	
9	0131	COTTON			4	1	5	
10	0132	TOBACCO	2	2	59	8	63	
11	0133	SUGARCANE & SUGAR BEETS	1	1	37	2	38	
12	0134	IRISH POTATOES	62	95	2948	56	3105	
13	0139	FIELD CROPS EXC CASH GRAINS NEC	55	218	5957	621	6230	
14	0161	VEGETABLES & MELONS	8	161	3478	183	3647	

## 3. Customer Demographics by SIC (size by employees and number of accounts)

SIC Code      Description      Company Size      Total Companies

SIC CODE		SIC CODE DESCRIPTION	1 TO 9 EMPS	10 TO 19	20 TO 49	50 TO 99	100 TO 499	500 TO 999	1000 OR MORE	TOTAL
1		IMI Demographics by SIC/Employees - WI all counties	Industrial Market Information - January 2011							
3		Company Count Totals =	3,765	32	13	1	-	-	-	3,811
5	0111	WHEAT	63	0	0	0	0	0	0	63
6	0115	CORN	2496	15	3	0	0	0	0	2514
7	0116	SOYBEANS	232	1	0	0	0	0	0	233
8	0119	CASH GRAINS NEC	1	2	2	0	0	0	0	313
9	0131	COTTON	0	0	0	0	0	0	0	1
10	0132	TOBACCO	8	0	0	0	0	0	0	8
11	0133	SUGARCANE & SUGAR BEETS	2	0	0	0	0	0	0	2
12	0134	IRISH POTATOES	39	9	7	1	0	0	0	56
13	0139	FIELD CROPS EXC CASH GRAINS NEC	615	5	1	0	0	0	0	621

## Optimize Resources with Account Potential Reports

The IMI Account Potential report is a powerful tool to identify additional opportunities with existing customers and prospects. IMI leverages its proprietary economic model with more than 14 million records in the U.S. and Canada to bring you a comprehensive telemarketing list that includes estimated dollar potential for products in each account. Those who have used this model successfully for more than 20 years focus on two areas:

- Existing accounts. Is there a gap between our actual sales and identified potential? Are there tangential products that have strong potential? The report narrows the focus, channeling a company's resources to the areas of greatest potential return.
- Prospect accounts. The report prioritizes the focus of sales efforts on accounts and segments with the highest potential.

### Prospect List with Consumption by Product Category

RANK	SIC CODE	FIRM NAME & ADDRESS	EMPS	Company's Consumption by Product Category						TOTAL POTENTIAL
				ABRASIVES COATED	HYDRAULIC CYL-MRO	FASTENERS	CONTROLS INDUSTRIAL P/C-MRO	COMPUTERS BUSINESS MRO	TELECOMMUN ICATN EQPT -MRO	
2	3811	COLLINS DEFENSE COMMUNICATIONS 855 35TH ST. N. E. CEDAR RAPIDS, IA 52402	5000 (319) 555-5555	35250.00	12300.00	717750.00	76150.00	1699700.00	407100.00	2948250.00
16	3573	NORAND CORPORATION 550 SECOND ST., S. E. CEDAR RAPIDS, IA 52401	2000 (319) 555-5555	33780.00	8780.00	201220.00	30460.00	709440.00	177000.00	1160680.00
17	3551	CHERRY BURELL 2400 6TH ST SW CEDAR RAPIDS, IA 52404	750 (319) 555-5555	50700.00	14002.50	9205.00	7130.00	193987.50	46462.50	1114987.50
23	4911	IE INDUSTRIES, INC. 200 FIRST ST., S.E. CEDAR RAPIDS, IA 52401	2000 (319) 555-5555	300.00	370.00	21640.00	24060.00	635540.00	152220.00	842060.00
28	3531	CEDARAPIDS, INC. 916 SIXTEENTH ST., N.E. CEDAR RAPIDS, IA 52402	750 (319) 555-5555	46162.50	16815.00	422745.00	17130.00	177420.00	42487.50	722760.00
31	4011	CEDAR RAPIDS & IOWA CITY RY. P. O. BOX 351 CEDAR RAPIDS, IA 52406	2000 (319) 555-5555	140.00	17940.00	5860.00		428620.00	205320.00	657880.00
37	3613	SQUARE D CO 3700 6TH ST SW CEDAR RAPIDS, IA 52404	750 (319) 555-5555	63435.00	14332.50	190867.50	17130.00	182902.50	57082.50	525750.00

## Customer Segmentation Analysis

Industrial Market Information will take your customer lists and append the appropriate SIC/NAICS codes so that you can better analyze your market penetration by customer and product type.

## Annual IMI Database Subscription

For ongoing research needs, IMI offers a subscription service with unlimited access to the IMI database for the U.S. and Canadian markets. This service includes access to data for more than 200 MRO/OEM product classes. This allows your staff 24/7 IMI database access at the zip/postal code level. Your staff will be able to create custom reports to meet your company's sales and marketing needs.

## Custom Research Reports

Contact us at 877-224-9677 for information on custom research services.



**Call IMI today to learn more  
about how you can use market data  
and analysis to grow your business.**