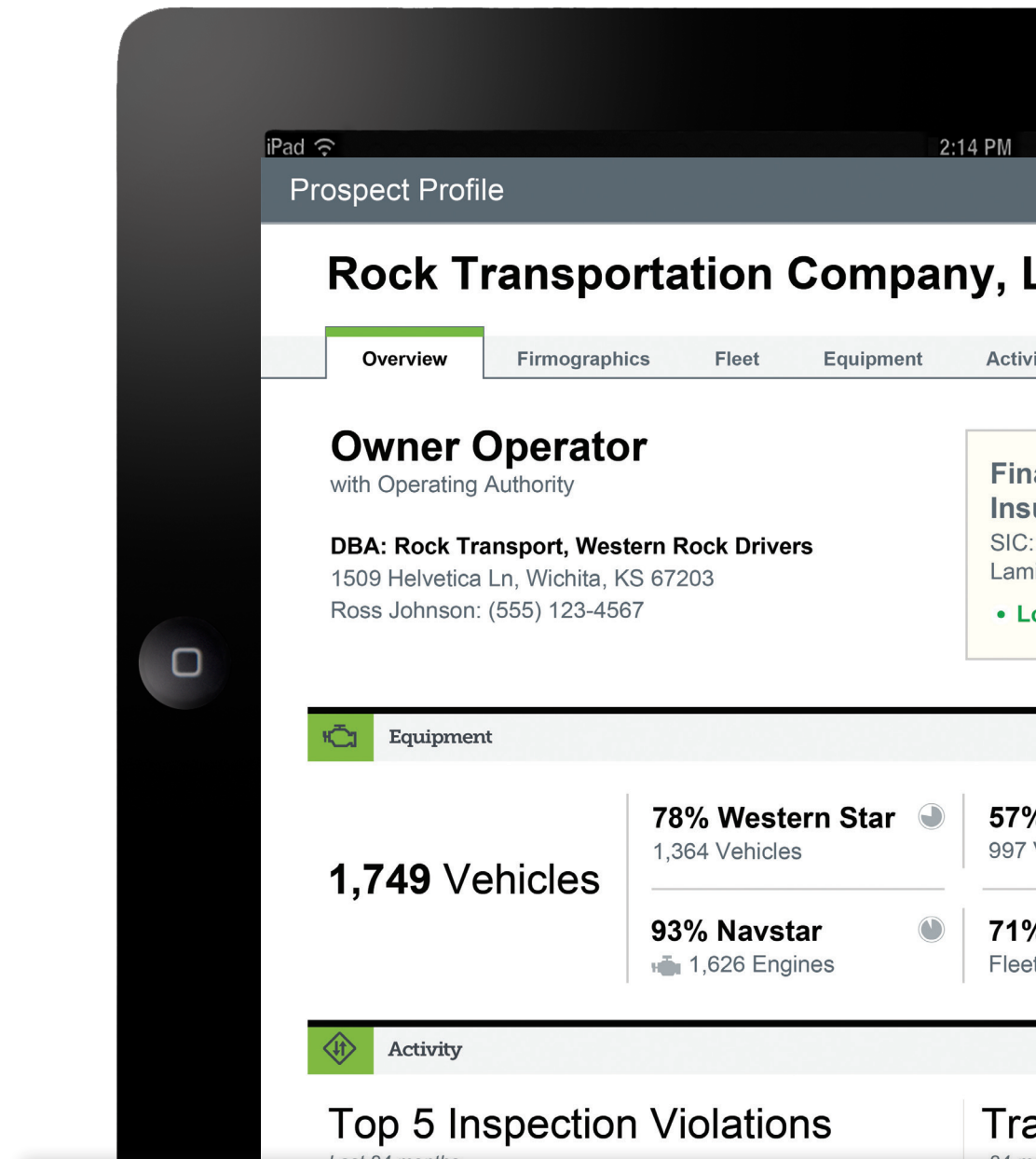


WHY RIGDIG BI?

Top 6 Ways Data Drives Growth



1

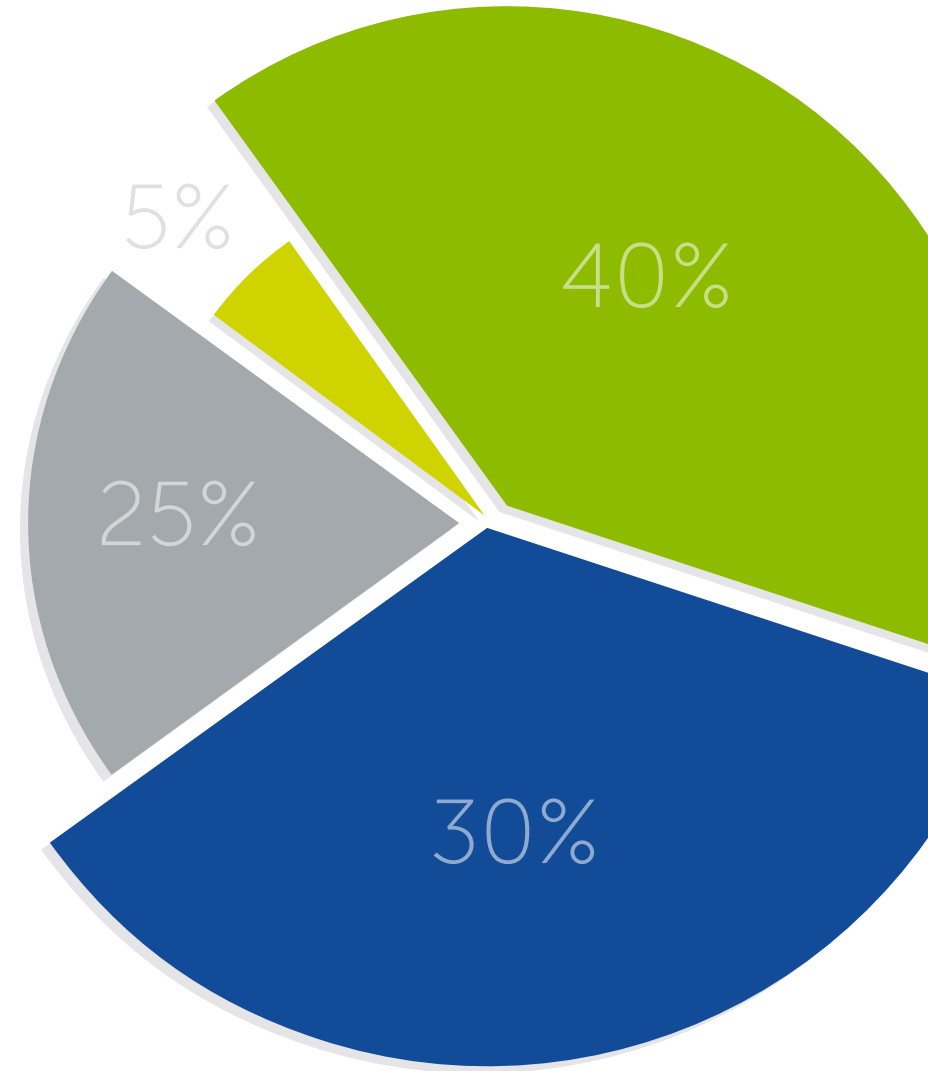
Brand Affinities

What's possible?

It's impossible to plan for success if you aren't aware of what's out there. RigDig BI can put your goals in perspective.

We are talking, of course, about market share.

Do you know everyone that is buying your brand? What about those who buy your competitor's brand? You can establish an in depth market share analysis, giving your sales and marketing tangible goals.



2

Prospecting

Who are you missing?

Odds are you don't know every fleet you could be focusing on. You could be missing out on the fleet that makes this a record year for sales.

RigDig Business Intelligence is the perfect database for identifying new prospects.

Don't let not knowing be the reason you miss out on a big opportunity. The applicable search criteria makes it simple to find potential new fleets.



3 Warranty Expirations

When do prospects need parts?

Your highest profit margin comes from parts sales. Imagine if you were talking with your customers exactly when they needed parts replaced.

If you know when warranties expire for new and used trucks, then you can use RigDig BI to make this happen.



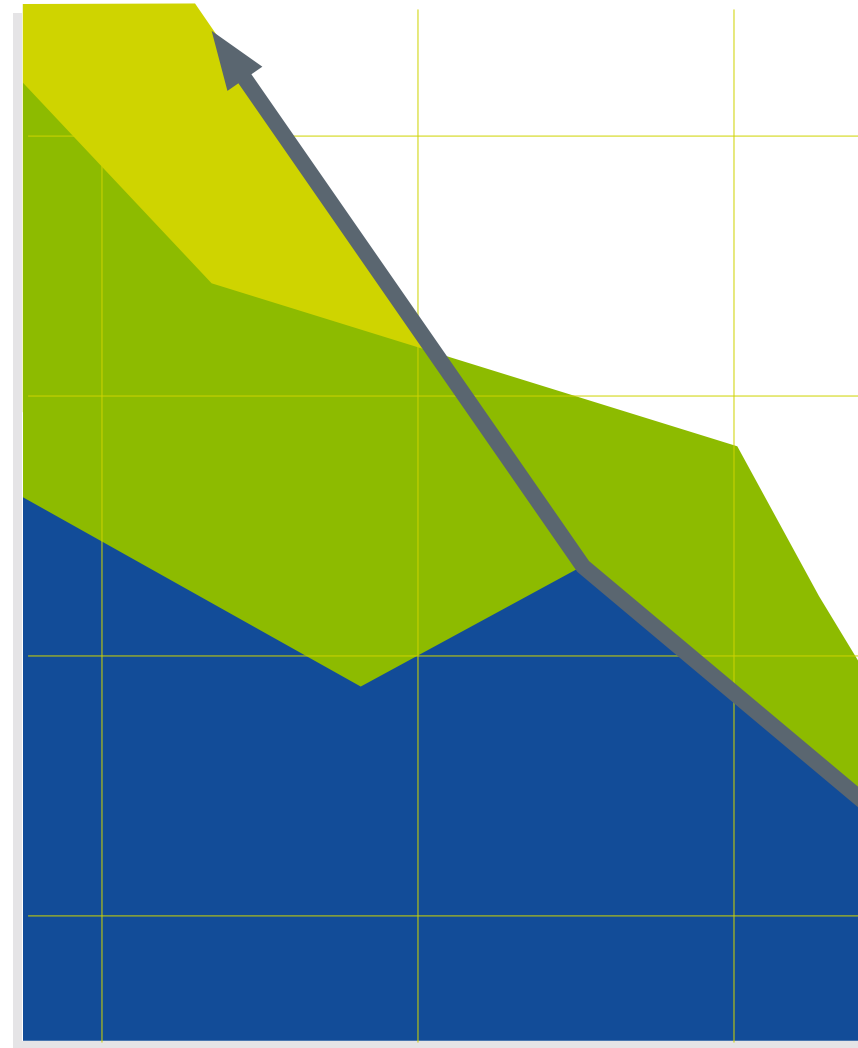
4 Campaign Success

Is your marketing successful?

You've already used RigDig BI to understand where your brand stands in the marketplace.

The next step is to use this information to grow your business.

Once your marketing campaigns and sales initiatives are over, you can then use RigDig BI to measure your success. Determine exactly how much your marketing and sales have directly impacted market share growth in your area.



5

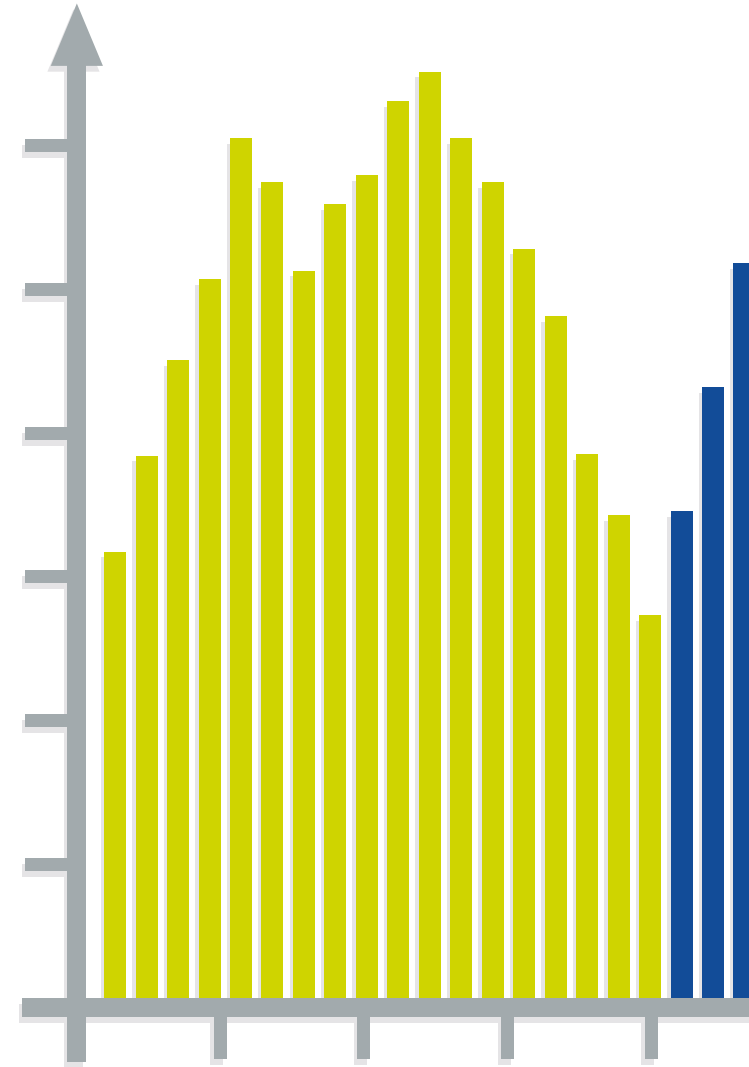
Market Trends

Where is the industry going?

Do you know where the trucking industry is headed?
Do you know what types of fleets prefer which types of products?

The answers to these questions determine how you grow your business.

Knowing when fleets will be expanding and when they will be looking to cut costs can help your company develop a future-proof marketing and sales strategy. Don't be the last to take advantage of every new trend.



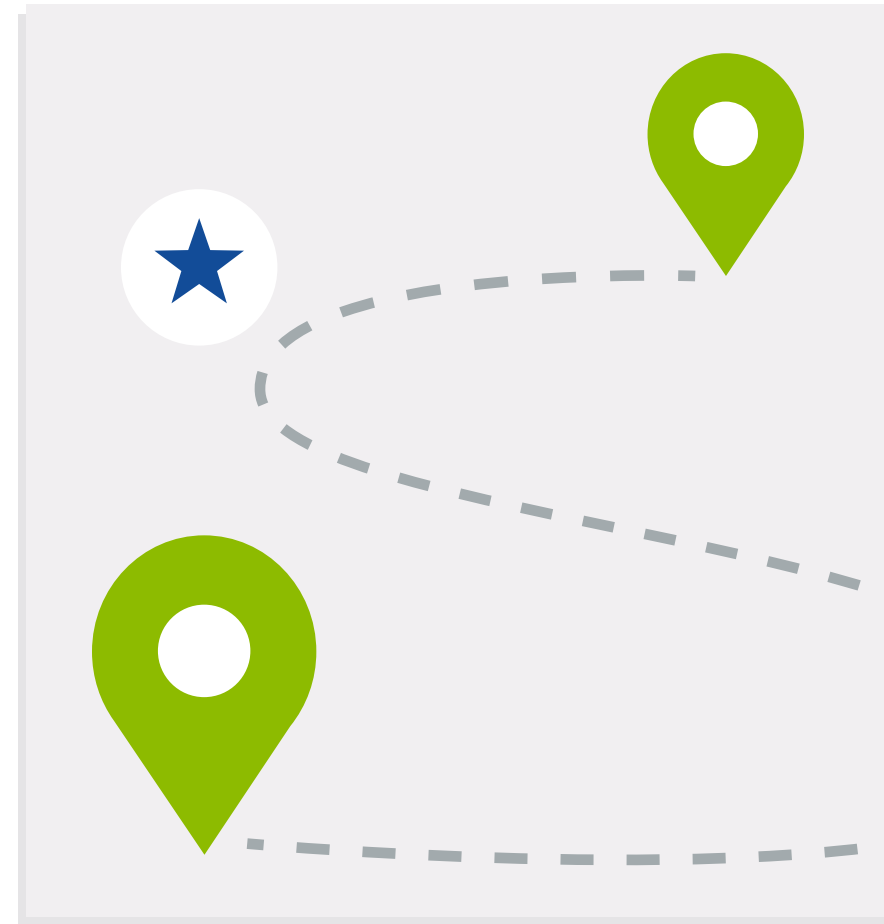
6 Location

Getting passed by?

Thousands of trucks drive past you every day.

RigDig BI can help you find fleets that have routes that take them near your location.

You can even sort these fleets by types of CSA violations and offer preventative maintenance services. This is an easy way to quickly scale your parts and service business by targeting prospects your competitors don't even know about. Your competitors . . . they never really had a chance, did they?





Ready to drive growth with data?

Get the insights you need to empower your sales
and marketing. Start driving growth now.

Call your sales rep today. 800-288-8262

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