

# Primary Intelligence

## Company Overview



### Corporate Overview

Primary Intelligence Inc., based in Salt Lake City, Utah, is a leading provider of predictive sales analytics, sales intelligence, and competitive intelligence solutions for managing and servicing sales infrastructure to the world's leading companies. Since 1998, Primary Intelligence has provided clients with concise, actionable intelligence that allows them to make informed decisions about their target markets, products, and strategies.

### Mission

At Primary Intelligence, our mission is to increase the productivity and effectiveness of people in five specific business roles: executives, marketing, sales managers, sales professionals, and market research. By implementing our research and consulting, business people in each of these roles gain critical insights into how well their initiatives are achieving their desired results. Whether you need to increase top-line revenue, improve bottom-line net growth, or gain insight into how your industry is changing, Primary Intelligence has a solution for your specific needs. Our solutions go beyond general market research and pinpoint the areas that provide the greatest return on investment.

### Methodology

Primary Intelligence uses what is called “primary source” intelligence, which means we specialize in interview and survey methodologies that allow us to gather real-time market intelligence from primary (human) sources. The majority of our interviews are conducted with C-level executives, and our cooperation rate averages over 60 percent.

Primary Intelligence begins by working with sales teams to obtain the opportunity information necessary for the study. Primary Intelligence then contacts the opportunities and conducts one-on-one interviews using a data collection instrument specifically developed to capture the information necessary to provide a measurable competitive advantage. This information is then analyzed to identify trends and patterns in the data. In addition, Primary Intelligence uses a sophisticated statistical model to determine the impact that specific factors had on the decision process, allowing clients to know the precise increase in their win rates that would come with improvement in these areas.

### Flagship Products:

**Win Loss Analysis:** More than a performance grade on a sales opportunity, win loss analysis by Primary Intelligence details what prospects are looking for in products and services. From this analysis, your sales professionals and managers will learn valuable information on positioning your product and receive critical information about market trends, competitor tactics, pricing models, and product enhancements.

Win Loss Analysis accomplishes this by talking directly with your prospects' decision-makers—the only people who truly know what they need from your solutions. Our analysts are experienced in evaluating sales opportunities in multiple industries, giving you effective consultation for improving sales practices and product enhancements.

**Sales Confidence Index (SCI):** The first sale must occur in the hearts of your sales team. If they do not buy into

what your products can do, they will not effectively communicate any benefit to prospects. To be effective advocates, they also must have confidence in their own abilities, as well as confidence in the company in general.

SCI gives accurate feedback on a number of important points in a sales person's thought process. By evaluating trends in confidence levels, sales managers and executives can pinpoint the specific issues that are the most problematic to the sales force. SCI gives sales managers and executives the ability to monitor the pulse of the sales force and handle training issues before they become revenue problems.

**Target Prospecting:** Sales forces have a never-ending appetite for new leads, and feeding that need is often difficult. Instead of pursuing a standard demand generation solution, consider the benefits from strategically targeting certain companies and learning of their needs before you make the first sales call.

Target Prospecting from Primary Intelligence uncovers the key decision-making components of the companies you most want to reach, giving you timely information on when they are looking to buy as well as what they need. By going beyond traditional demand generation, Primary Intelligence is able to move the opportunity forward, giving you a head start into the sales cycle and shortening the time to close the deal.

**Client Experience:** Most companies perform some level of customer satisfaction and find this information invaluable. But many times, you need specific information on a particular step in the client cycle. For instance, a healthcare company may need to understand how benefits are being perceived after a plan restructure or a software company may want to measure the impact of implementation efforts.

To go beyond the standard offerings, Primary Intelligence targets the specific area of the client lifecycle in which you are interested, making it easy and effective to track the loyalty of your customers. Such flexibility gives you the chance to see where customers may lose their loyalty to your company the insight to correct it, saving untold revenue in lost clientele.

## Corporate Headquarters

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