

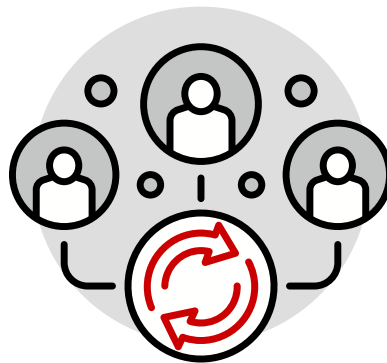
MARKET RESEARCH

Würth Business Services provides the comprehensive market research services to help organisations devise strategies for growth and take necessary steps to strengthen their position in the respective industry. We are equipped with the expertise, a team of seasoned professionals, and advanced tools & technologies to deliver thorough market analysis. Using qualitative and quantitative research techniques, we deliver insights to assist organisations in making well-informed and data-driven decisions.

LEAD GENERATION

Lead generation involves the identification of the potential customers and vendors for new business development. Based on the leads generated, the sales and purchasing teams prepare the customer database.

HOW DO WE MAKE IT EASY?



- **Step 1:** Extracting the list of potential customers from LinkedIn Sales Navigator, Zoom Info, and other sources
- **Step 2:** Searching the exact point of contacts and adding them to the customer lead sheet
- **Step 3:** Rechecking and consolidating the customers list

BENEFITS:

- Identify the new and potential customers
- Avail a broader view of potential business opportunities
- Determine the demographics and locations of the customers that are most likely to do business with your organisation

Reach out to Franziska Romer, Head of Sales, Admin & External Communications, Würth Business Services, and understand more about offerings.  franziska.romer@wuerth-industrie.com