

# Client Research



**Before going on sales pitches with prospective clients, it is a good idea to learn as much about the target as possible. Sales is about being informed enough to ask the right questions. The prospect will tell you their needs if you are prepared. Therefore, ask us for help. We create client and prospective client research and dossiers. This research will be instrumental in formulating the right questions.**

Our research will include:

- Financial statements when available
- Executive/ key decision-maker background
- Current company news
- Litigation searches
- Company locations
- Company business and industry information

**Once this information is compiled, your ESquisite team will go through it with you to explore where opportunity be hidden. We will help you create talking points and develop good sales questions – and prep you for the meeting. Our client research can also benefit you by creating prospect lists. Don't make assumptions about a prospect's needs. Be prepared, call us.**