



# Understand Your Clients' Industry

Courtesy of 

**First Research Industry Intelligence Tools make it easy to demonstrate your expertise to prospects and clients, improve efficiency and increase your profit margins.**

As an accountant partner, you can receive valuable First Research Industry Profiles from key vertical markets every month from your dedicated ADP Sales Associate in the following categories selected by ADP: **Manufacturing, Wholesale/Trade, Finance/Insurance, Retail, and Professional Services.** You may use these Industry Profiles to:

#### **DEMONSTRATE INDUSTRY EXPERTISE**

- Approach prospects and clients as a trusted industry insider, not only to provide superior service, but to set yourself and your firm apart from the competition.
- Update customer communications, presentations and your website with Industry Intelligence to highlight your industry expertise.

#### **SAVE TIME & MONEY**

- Streamline research efforts and reduce the number of hours you spend preparing for client engagements.

#### **INCREASE THE BOTTOM LINE (FOR CLIENTS AND YOURSELF)**

- Help clients become more financially proactive, so they are better prepared to maximize opportunities and weather financial challenges.
- Capture lucrative consulting opportunities in new vertical markets.

**If you would like to learn more about First Research,  
please visit:**

[www.firstresearch.com/adp](http://www.firstresearch.com/adp)

 **Small Business Services**

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