



## *Get Ahead of the Curve: Use Info Pro's to Create Realistic Benchmarks For Your Business or Non-Profit*

Nothing can be more important to setting accurate benchmarks for your business or non-profit, than gathering objective and authoritative data by which to set those benchmarks. Putting information professional on your team will make your job a whole lot easier, and in the end, save you and your company time and money.

Info pros come by varied titles (strategist, analyst, researcher, info consultant, etc.), but all will agree that no matter the industry or social project, proper benchmarks start with a business or industry investigations. You need facts and data to write benchmarks that truly identify with your marketplace; that differentiate your position in the marketplace. These investigations can include gathering new customer demographics, competitor intelligence, industry profiles, customer demographics, or trend analyses. Sure you can Google, and you might skim the surface of what is available to you, but the really good information is usually only available thru fee-based subscription database services, like LexisNexis™ or buried deep inside publicly available databases, such as the U.S. Census Bureau.

Here's where the info pro saves you both time and money. Info pros already subscribe to the best databases in-house. Subscription to databases is not as easy as you think and often require up-front filing fees and access may not be granted for days or often weeks. Government information may be free, but the learning curve to find and format the information you need for downloading can be quite steep. Even a database at your public library will require a library card and a learning curve to access. Perhaps you need access to an industry specific database that even your info pro may not keep in-house. No problem, most info pros can sift thru their vast network of relationships with other info pros, librarians, strategists, colleagues, etc. and gain access and help faster than you think.

Info pros can not only pull the data you need, but can format data into a user-friendly presentation; be it a Powerpoint™ presentation or a colorful graph for a report. Info pros are used to presenting data to a board room, a staff meeting, one-on-one, or electronically.

Don't spend your valuable time looking for crucial information to move your business forward – spend your time using information. Put an info pro on your team today.

Sonia Isotov King  
Owner/Analyst  
Isotov Information Services  
+1 (808) 243-3282  
[info@isotov.com](mailto:info@isotov.com)  
<http://www.isotov.com>