Insights for Sales and Marketing Professionals

Your Catalyst for Confident Decisions
As a Sales and Marketing Professional, your company relies on you to deliver on the company’s revenue targets

Your decisions impact a $750 billion market.

To strategically grow revenue, you need to understand customers' markets, along with those markets' forecasted price shifts and demand drivers. But ever-changing market trends can create price uncertainty, challenging your ability to know when to sell – and at what price. With the right insights, you can meet sales quotas, negotiate profitable contracts, and optimize your customer and supplier mix.

With so much riding on your decisions, you need more than data – you need insights that are:

**ACTIONABLE**
- enable you to act quickly and decisively

**COMPREHENSIVE**
- reveal potential regulatory issues, emerging supply-chain disruption and shifting end-user demand

**TRUSTED**
- instill greater confidence in decision making

You can rely on IHS.

IHS Chemical is your catalyst for growth. We offer actionable insights, workflow tools, market forecasts and credible analytics that enable you to:

- **IDENTIFY COMMERCIAL EXPANSIONS**
- **DEVELOP COMPETITIVE INTELLIGENCE**
- **MAXIMIZE SALES REVENUE GROWTH**
- **OPTIMIZE PRODUCT PORTFOLIO**
- **MITIGATE RISKS**
- **BETTER CUSTOMER RELATIONS**
- **DELIVER REALISTIC BUDGETS**
- **BETTER-INFORMED SALES CONTRACTS**

IHS empowers sales professionals to confidently identify the right selling opportunities while mitigating business risk. Our team of experts can help you identify new selling opportunities, develop growth strategies for new customers, and negotiate more profitable contracts. Armed with our expertise, you can develop a more comprehensive view of market forces, cultivate better customer relationships, and navigate the competitive landscape to improve your company’s long-term revenue position.

Our depth of expertise, experience and knowledge is unparalleled.
How IHS can help:

**MEET SALES QUOTA**

Confidently identify sales opportunities with credible market analysis
- Supply demand trends, drivers and forecasts
- Comprehensive data for major chemical producers
- In-depth end use market analysis
- Key industry trades and M&A activity
- Short term and long term pricing forecasts

**CONTRACT NEGOTIATION**

Create optimum customer contracts with reliable market analysis and pricing index
- Near-term market trends and pricing
- Credible industry data, forecasts and trends
- Access market experts
- Impartial assessments of major chemical producers
- Competitive information and analysis

**CUSTOMER & PRODUCT PORTFOLIO OPTIMIZATION**

Manage efficient supply contracts to increase revenue and expand margins:
- Long term opportunities for business growth
- Price forecasts, volatility and drivers
- Current and prospective plant locations
- Regional and global supply demand trends
- Cost and margin comparisons to competitors

**Depend on IHS for the most trusted intelligence, tools and experts.**

More than data, IHS offers the industry's most unique, distinguished and comprehensive portfolio. Short- or long-term, worldwide or region-specific, we elevate your plans with actionable insights from the most trusted analysts and sources.

**Market Advisory Service (MAS):** Supplies pricing & market dynamics on major chemicals & plastics

**World Analysis (WA):** Delivers long-term chemical market studies, detailed scenarios plant capacities, and supply & demand

**Directory of Chemical Producers (DCP):** Offers a focused view of 14,000+ chemical firms that collectively produce 21,500 chemical products

**Chemical Consulting:** Specialists who draw on more than sixty years of corporate strategy development, portfolio optimization and capital investment planning

**Chemical Economics Handbook (CEH):** Offers five-year outlooks and extensive data on 300+ industrial chemicals

**Specialty Chemical Update Program (SCUP):** Provides detailed, strategic analysis of 38 specialty chemical businesses, including market drivers, players, structure and dynamics

**Competitive Company Analysis (CCA):** Provides in-depth evaluation of major global chemical producers, strategic direction, and their competitive positioning.

**IHS CHEMICAL: Your Catalyst for Confident Decisions**

Find out why industry leaders depend on IHS insights before committing to investment and business growth plans

visit us at [IHS.com/ChemSales](http://IHS.com/ChemSales)
Count on IHS for answers.

In today's sea of information, reliable, accurate data is crucial to making the best choices — every time. IHS knows the rigor that goes into decisions of great importance with solutions that meet the needs of our customers.

For more information
IHS.com/Chemales

AMERICAS
Email: ChemicalSalesAmericas@ihs.com

EUROPE, MIDDLE EAST, AFRICA
Email: ChemicalSalesEMEA@ihs.com

ASIA PACIFIC
Email: ChemicalSalesAPAC@ihs.com

ABOUT IHS
IHS (NYSE: IHS) is the leading source of information, analytics and expertise in critical areas that shape today’s business landscape. Businesses and governments in more than 140 countries around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS is committed to sustainable, profitable growth and employs nearly 9,000 people in 33 countries around the world.