

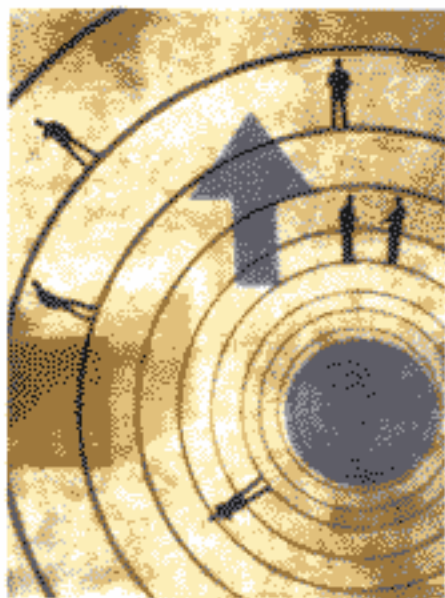
Prospect Gage to tap into growth potential

A new selection tool from The Prospect Shop will enable companies to identify businesses according to their growth potential.

Prospect Gage maps the 70,000 companies on The Prospect Shop's business-to-business database against a predicted future growth score developed by CRIF Decision Solutions.

This will enable companies to target businesses that are either predicted to show vigorous growth – and are therefore likely to be more receptive to offers – or have poor predicted growth.

While the latter may not



Targeting growing companies

seem like a marketing opportunity, The Prospect Shop managing director Rosemary Smith argues that firms such as management consultants

or temporary staff recruitment firms may be able to take advantage of a low growth potential score.

The Prospect Gage score works on two criteria. One is based on the potential growth in sales while the other looks at the potential for growth in employee numbers. Each firm is scored into one of five bands, from the highest to lowest growth potential, using more than 100 variables.

Smith adds: "The scores have proved reliable when tested against actual growth patterns exhibited by the businesses they score."