

MARKET ANALYSIS FOR DECISION-MAKING

Vladislav — Your B2B Active Sales Manager

1. PHILOSOPHY: ANALYSIS FOR ACTION, NOT REPORTS

I analyze markets not for management presentations, but for concrete decisions: where to go, who to sell to, how to differentiate, where the money is. I use OSINT, open data, competitive intelligence, and client feedback. The result is not a 50-page report, but an action map: which segments to target, which products to strengthen, which competitors are vulnerable, where the window of opportunity is. Everything is tied to the sales funnel and revenue.

2. WHAT I ANALYZE

Direction	What You Get
Competitors	Who they are, what they sell, at what price, how they differ, where they're weak. Competitor map with threat assessment.
Target Segments	Which industries and companies buy, which don't. Where growth potential lies, where the market is saturated.
Pricing	How your price compares to the market. Where you can raise, where you need to justify, where competitors are dumping.
Trends & Signals	What's changing: regulation, technology, client behavior, new players. What this means for your sales.
Client Pain Points	What clients want, what irritates them, why they go to competitors. Data from negotiations and open sources.

3. PROCESS: FROM QUESTION TO ACTION MAP

- Task Definition: What exactly needs to be understood — where to grow, who to target, why we're losing, how big is the market. Specific question — specific answer.
- Data Collection: OSINT tools, registries, tenders, industry reports, news, social media, reviews, competitor job postings.
- Competitive Analysis: Products, prices, positioning, sales channels, strengths and weaknesses. Comparison matrix.
- Market Segmentation: Breakdown by industry, size, geography, potential. Segment prioritization by volume and accessibility.
- Action Map: Concrete recommendations — which segments to target, which products to promote, how to differentiate from competitors.
- Sales Linkage: Recommendations are converted into ICP, database, scripts, proposals. Analysis → action → revenue.

4. WORK FORMATS

Format	What You Get
Express Analysis (1 week)	Answer to a specific question: competitors, prices, segment, trend. Brief report with recommendations.
Market Review (2–3 weeks)	Full market analysis: competitors, segments, prices, trends, opportunities. Action map for 3–6 months.
Market Monitoring	Weekly Radar Brief: competitor news, market changes, new opportunities, risks.
Launch Analysis	Market assessment for a new product or region: volume, competition, ICP, channels, pricing.

5. WHY IT WORKS

Companies make sales decisions "blind": they don't know competitors' real prices, don't see new segments, miss market changes. Marketing research costs hundreds of thousands and becomes outdated in six months. I deliver a current market picture from open sources in 1–3 weeks — tied to your sales and concrete actions. Not abstract analytics, but answers to "where to go" and "who to sell to."

- Don't know what competitors are doing — decisions made "blind"
- The market changed, but the sales strategy didn't. You're selling to the wrong people in the wrong direction
- Launching a product without analysis — don't know market volume and competition

— Marketing research is expensive and outdated — need fast intelligence

— No monitoring system — competitors act while you find out last

Want to make decisions based on data, not intuition? Bring me in — in 1–3 weeks I'll deliver a market map with concrete recommendations for your sales. Competitors, segments, prices, opportunities — all from open sources, tied to revenue. Don't need me — disconnect without risk.

Ready to discuss your challenge. Reach out and I will respond personally.

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