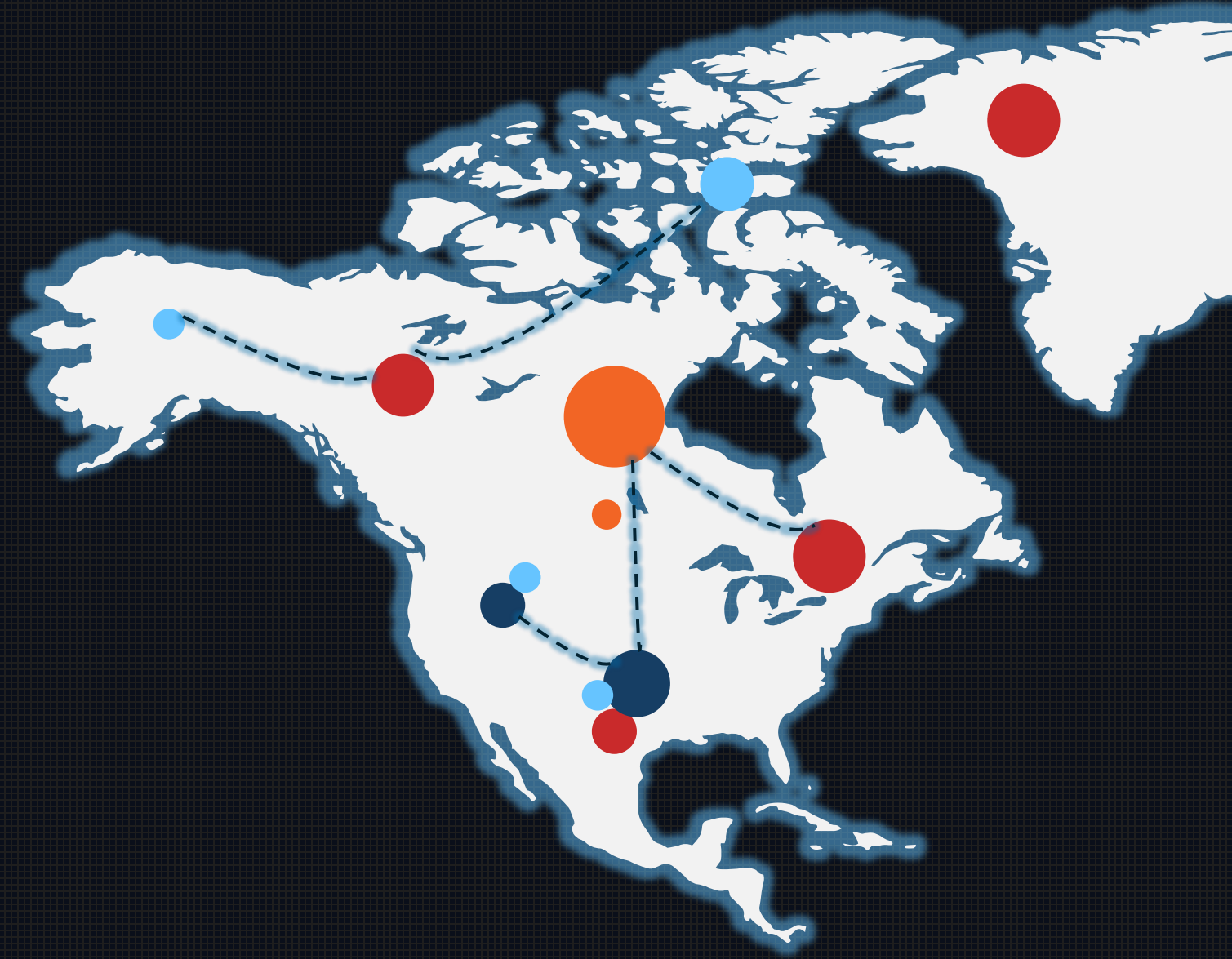


Visualizing Impact:

Tariffs, Trends
& Smarter Decisions



Agenda



Welcome & Kickoff



Introductions



Why Data Visualization Matters



Types of Data



What Makes BBB Techs Different



Live Demo



Workflow Automation



Proof & Testimonials

Meet the Speakers



Timothy Blake

CEO & Founder
of BBB Techs



Expertise

Helping Fortune 100 companies, manufacturers, and reps harness AI and Microsoft technology to drive growth, streamline operations, and unlock new opportunities



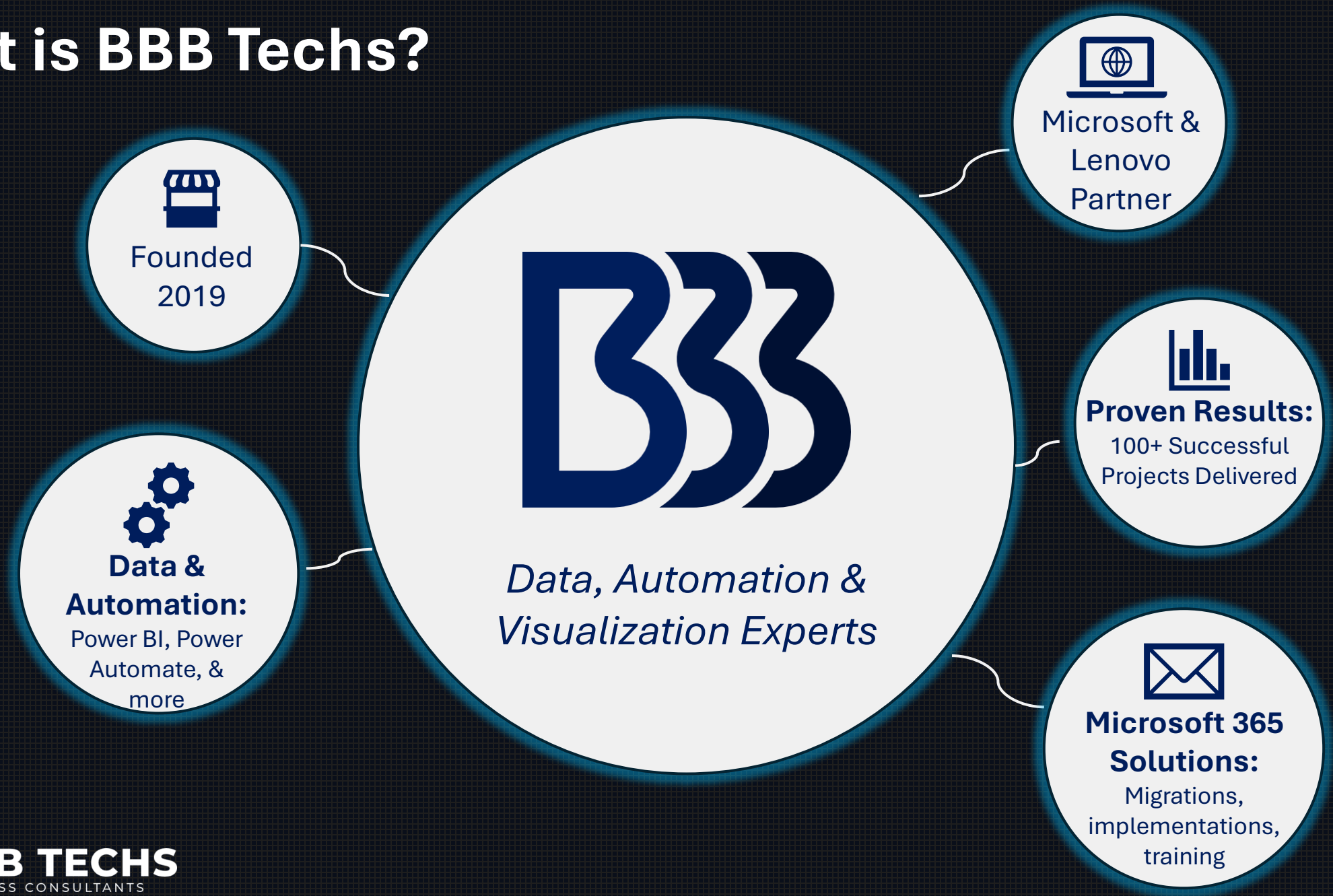
Technology Impact

Specialist in Microsoft Teams, SharePoint, OneDrive, Office, Skype for Business, and Power BI. Passionate about maximizing profits, unlocking business insights, and driving innovative, sustainable success

FUN FACT

Tim's tech journey started at the Bethlehem High School student helpdesk — where he turned fixing classmates' laptops into a passion for solving business problems with technology

What is BBB Techs?



Why Data Visualization Matters

We can recognize an image in just 13 milliseconds — much faster than reading text⁽¹⁾



⁽¹⁾ (Source: Potter et al., 2014 — Attention, Perception, & Psychophysics)

Why Data Visualization Matters

Clarity

*Turns complex datasets
into understandable
stories.*



Retention

*Visuals stick in
memory longer than
raw data.*



Action

*Drives decisions by
highlighting what
matters most.*



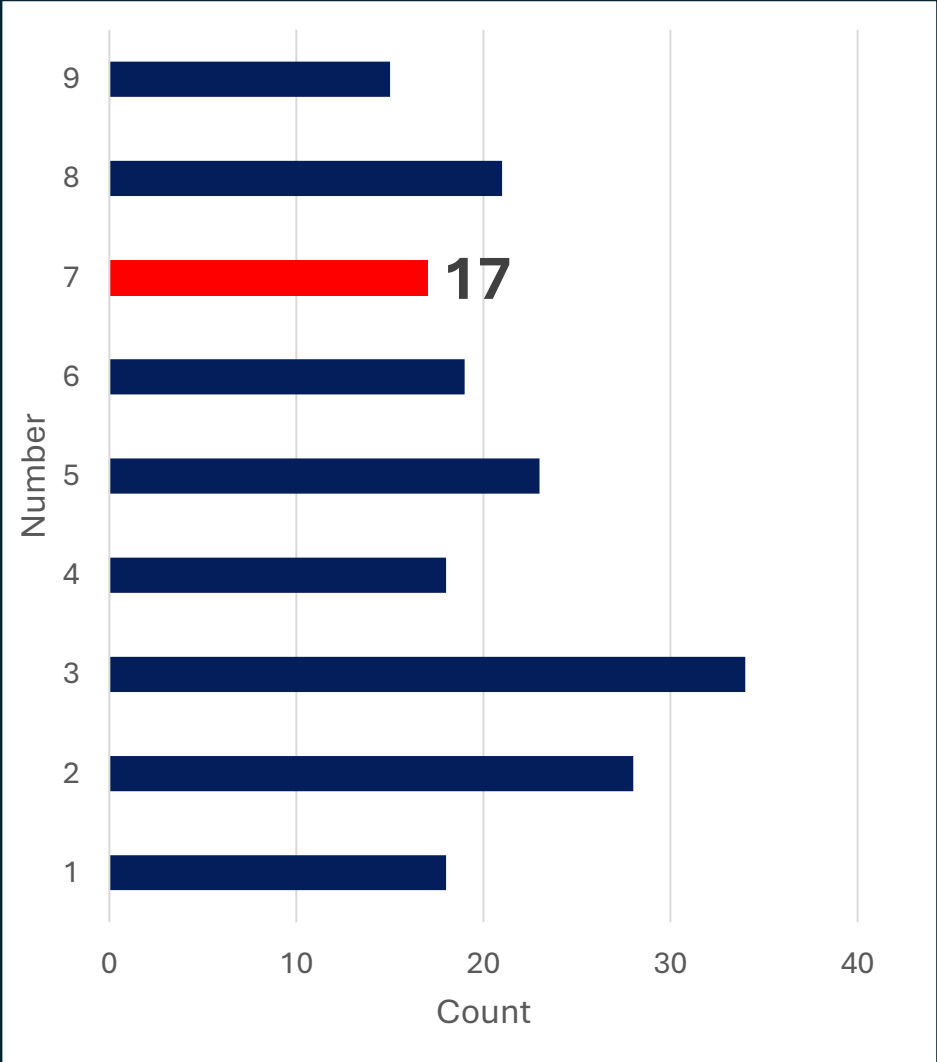
Lost in the Numbers

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8	5	8	9	6	2	1	4	4	3	9	3	6	5	2	4	9
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3	6	1	6	2	4	6	2	7	5	9	1	5	2	6	3	6

Lost in the Numbers

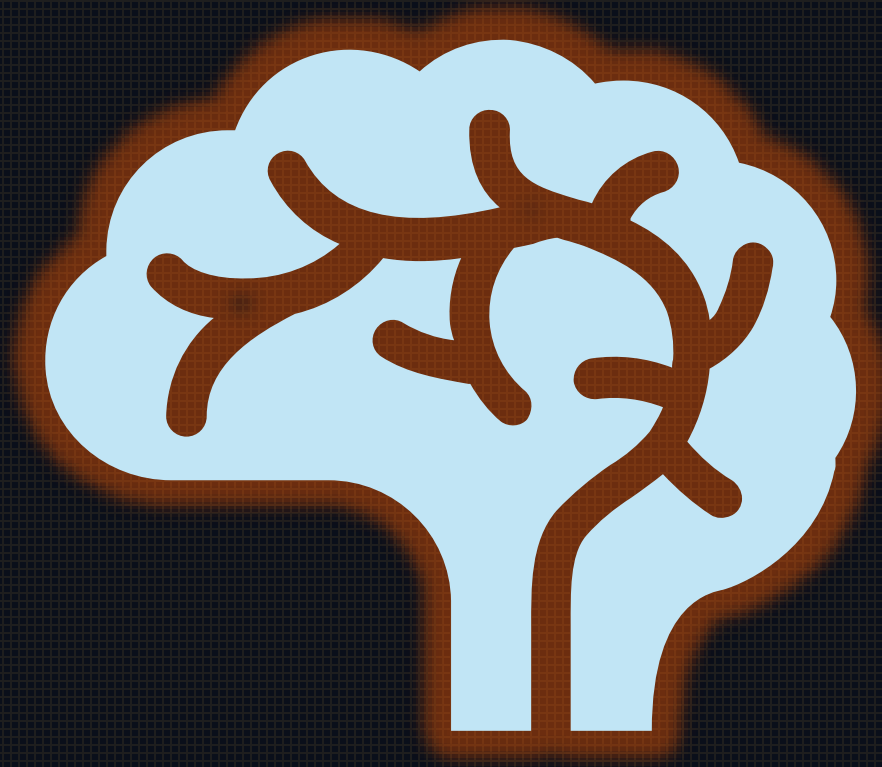
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3	9	1	8	9	5	0	7	3	4	5	3	2	7	5	2	8
3	6	1	6	2	4	6	2	7	5	9	1	5	2	6	3	6

Lost in the Numbers



5	2	8	3	6	1	9	3	6	2	5	3	7	4	3	8	3
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3	9	1	8	9	5	0	7	3	4	5	3	2	7	5	2	8
3	6	1	6	2	4	6	2	7	5	9	1	5	2	6	3	6

The Art & Science of Making Data Stick



Iconic Memory

Our brain processes visuals in a flash

*** Strong contrasts and clear layouts grab attention instantly*

Short-Term Memory

We retain only 5 – 9 items at a time

*** Simple, uncluttered visuals make key insights easier to absorb*

Long-Term Memory

Stores meaningful patterns for recall

*** Consistent design and color schemes make data familiar and memorable*

The Art & Science of Making Data Stick



Who is the data for?



What story are you telling?



How to present it clearly?

LIVE DEMO – Tariffs

Types of Data



Free Public

- **Housing Starts & Building Permits** (*Census Bureau*)
- **Trade Tariff Data** (*U.S. International Trade Commission*)
- **Economic Indicators** (*Federal Reserve, BLS*)
- **Transportation & Port Statistics** (*DOT, port authorities*)



Paid

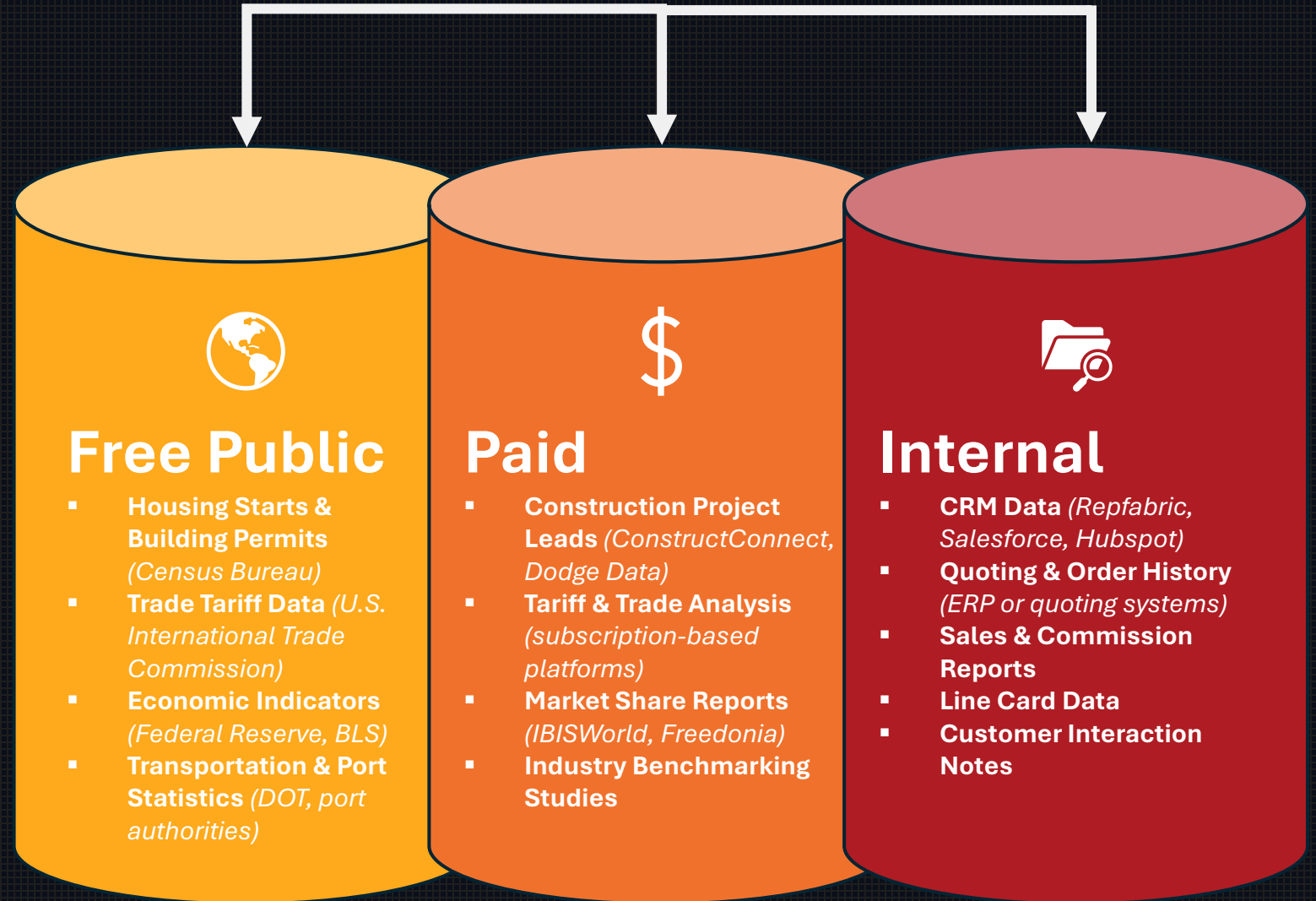
- **Construction Project Leads** (*ConstructConnect, Dodge Data*)
- **Tariff & Trade Analysis** (*subscription-based platforms*)
- **Market Share Reports** (*IBISWorld, Freedonia*)
- **Industry Benchmarking Studies**



Internal

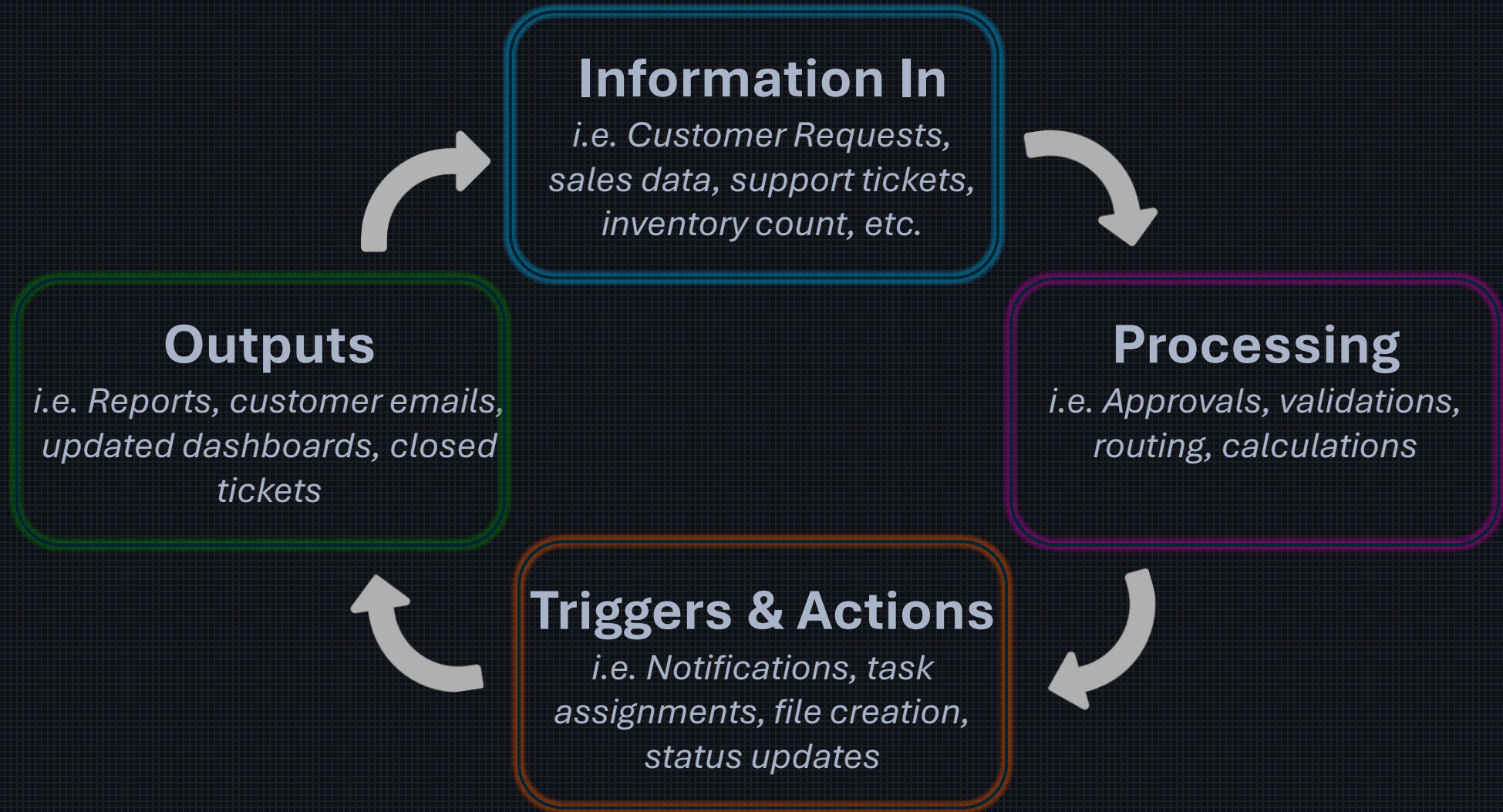
- **CRM Data** (*Repfabric, Salesforce, Hubspot*)
- **Quoting & Order History** (*ERP or quoting systems*)
- **Sales & Commission Reports**
- **Line Card Data**
- **Customer Interaction Notes**

Types of Data



LIVE DEMO - Complete Solution

Workflow Automation



What Makes BBB Techs Different

1000+ Hours

Saved from manual entry

Sales Boost

From actionable insights & data integration

Over 300

Active Users

Using our solution



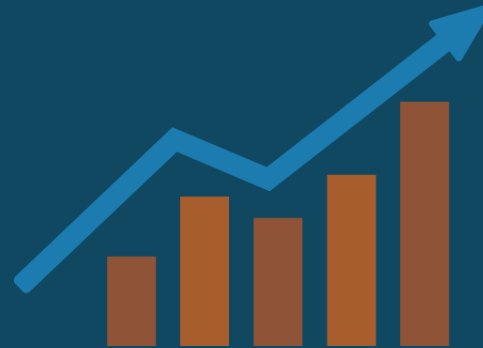
Data Integration

*Public, paid & internal data
all in one place*



Industry Specialization

*Solutions designed for reps
& manufacturers*



Faster Insights

*From question to clarity in
days, not months*



Partnership Approach

*Seamless with platforms like
R*

Proof & Testimonials

“
BBB Techs has done a tremendous job of harnessing the power of our data, transforming it into actionable insights that drive our business forward....thanks to their efforts, we can now make informed decisions quickly, allowing us to maximize our return on investment.”

- Jon Wiggs
Wiggs-Haun & Bohan

“
Power BI Has enabled us to have a competitive advantage in the marketplace and allows us to succeed and have a better run company.”

- Michael Hobbs
Carr Company

“
We have gone from sorting through endless amounts of excel data to easily seeing that same data in a concise and intuitive format in Power BI”

- Joe Mento
Mega Western

Upcoming Webinars

Time Well Spent: Training Reps to Capture Better Data & Work Smarter

November 5th @ 1PM EST

Learn how to improve data inputs and workflows – teach sales teams how to capture clean, reliable data through existing tools and transform scattered Excel reports into clear, actionable dashboards

[Car Company](#)

From Insight to Action: Forecasting & Planning with Data

December 3rd @ 1PM EST

Explore how reps and manufacturers can use data-driven forecasting, territory planning, and AI tools like Microsoft Copilot to transform reports into actionable business insights

Contact Us



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 Sales@bbbtechs.com

