



How Buyers Buy Professional Services New Research

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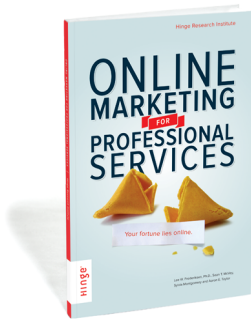
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Today's Speaker



Online Marketing for Professional Services



Spiraling Up: How to Create a High Growth, High Value Professional Services Firm



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Agenda

- › Background on the study
- › Selecting a new firm
- › Working with a firm
- › Getting more business
- › Best marketing approaches
- › Build your brand





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Industry Specific Reports

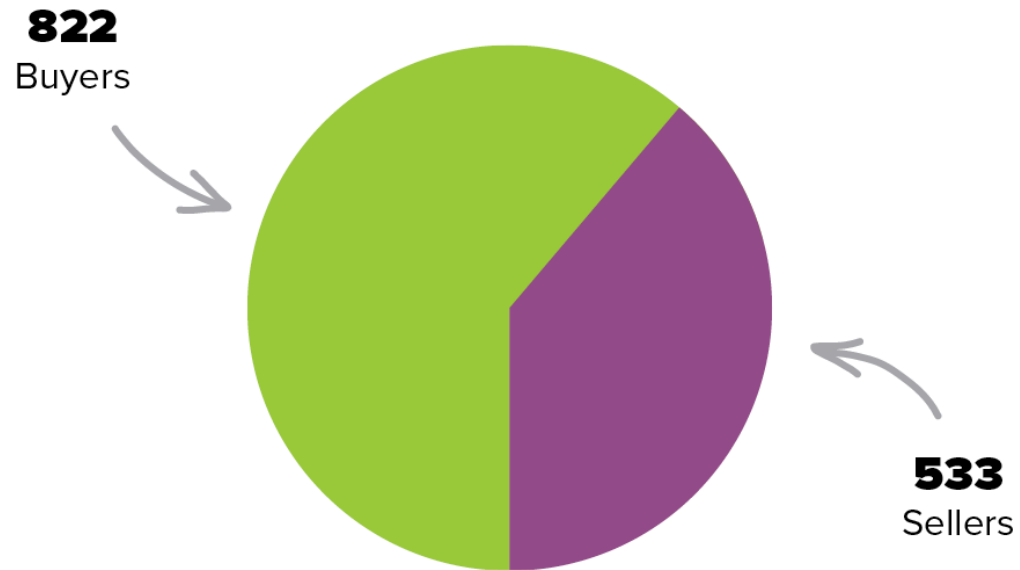


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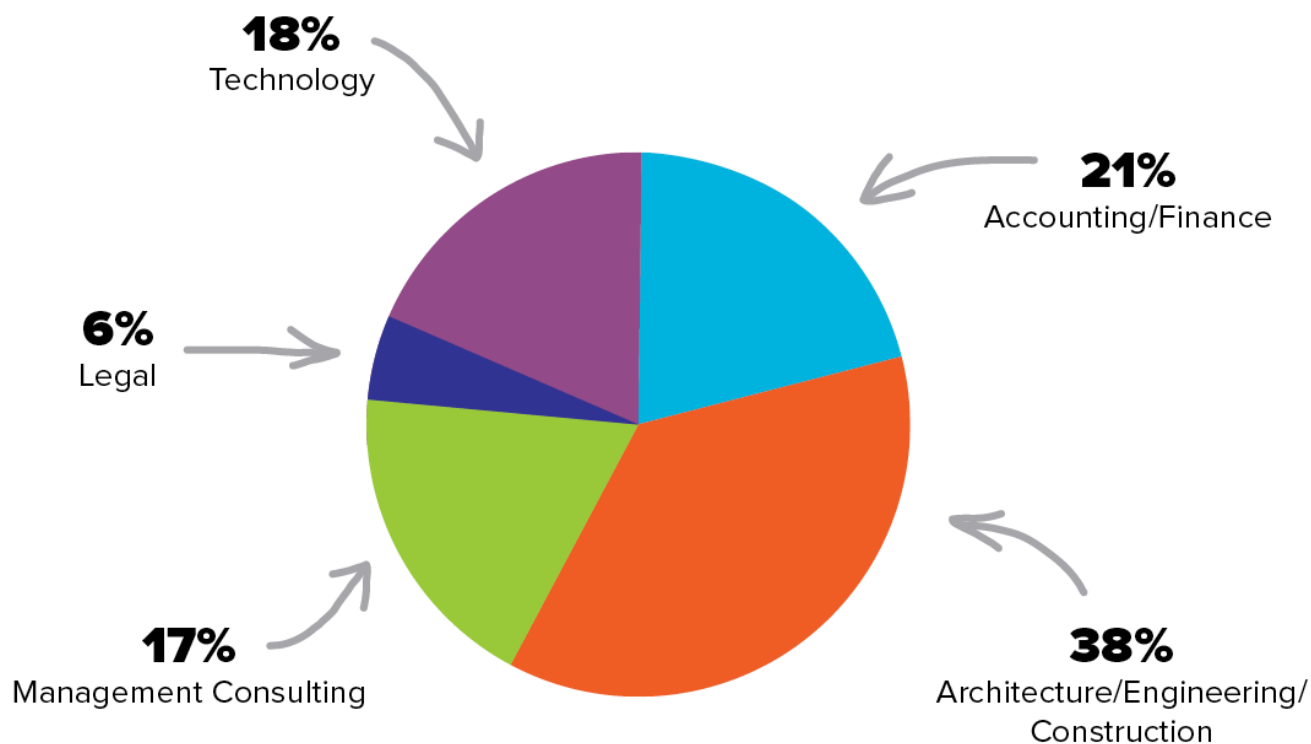
Research Sample

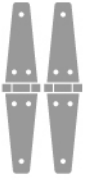




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Sample by Industry





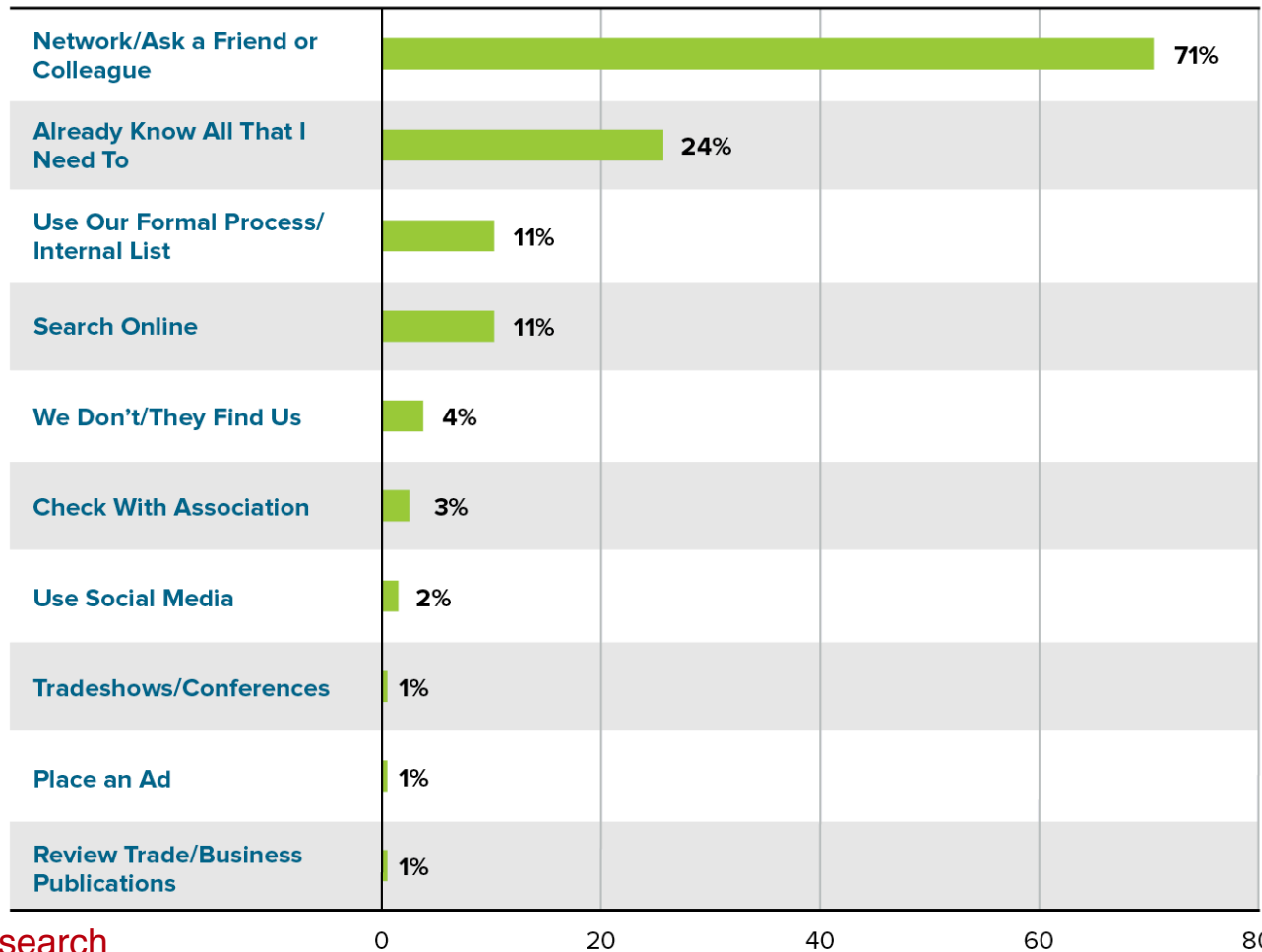
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SELECTING A NEW FIRM



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Top 10 Ways Buyers Search

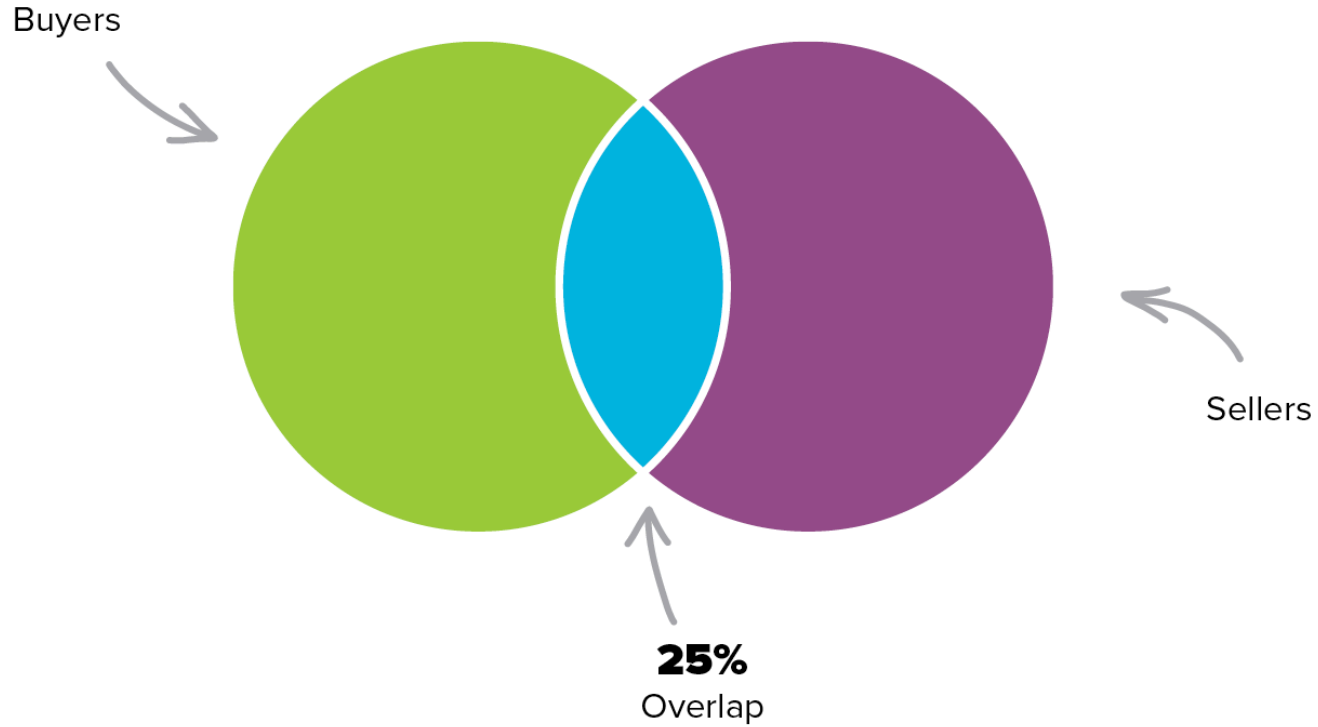


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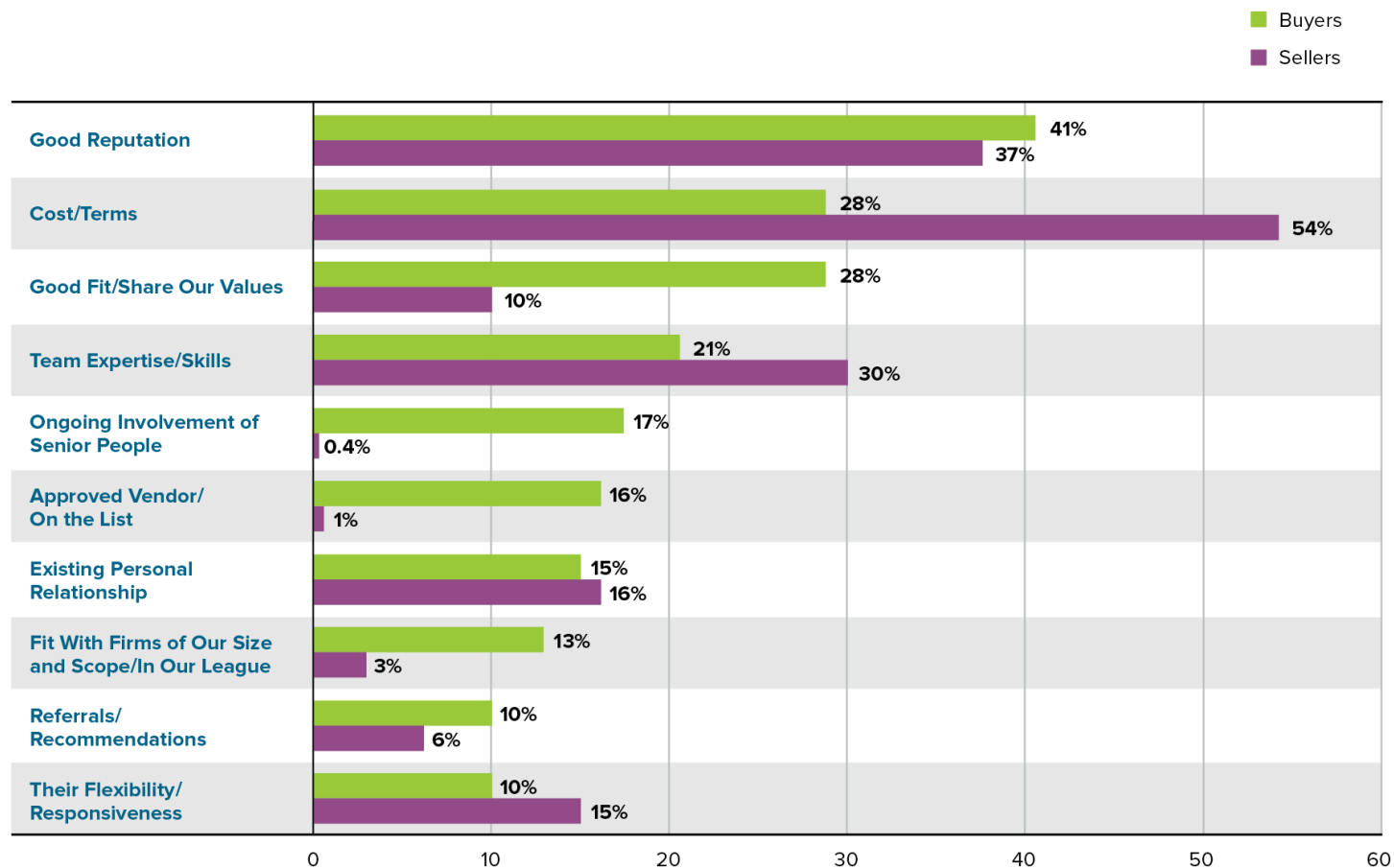
Who is the Competition?



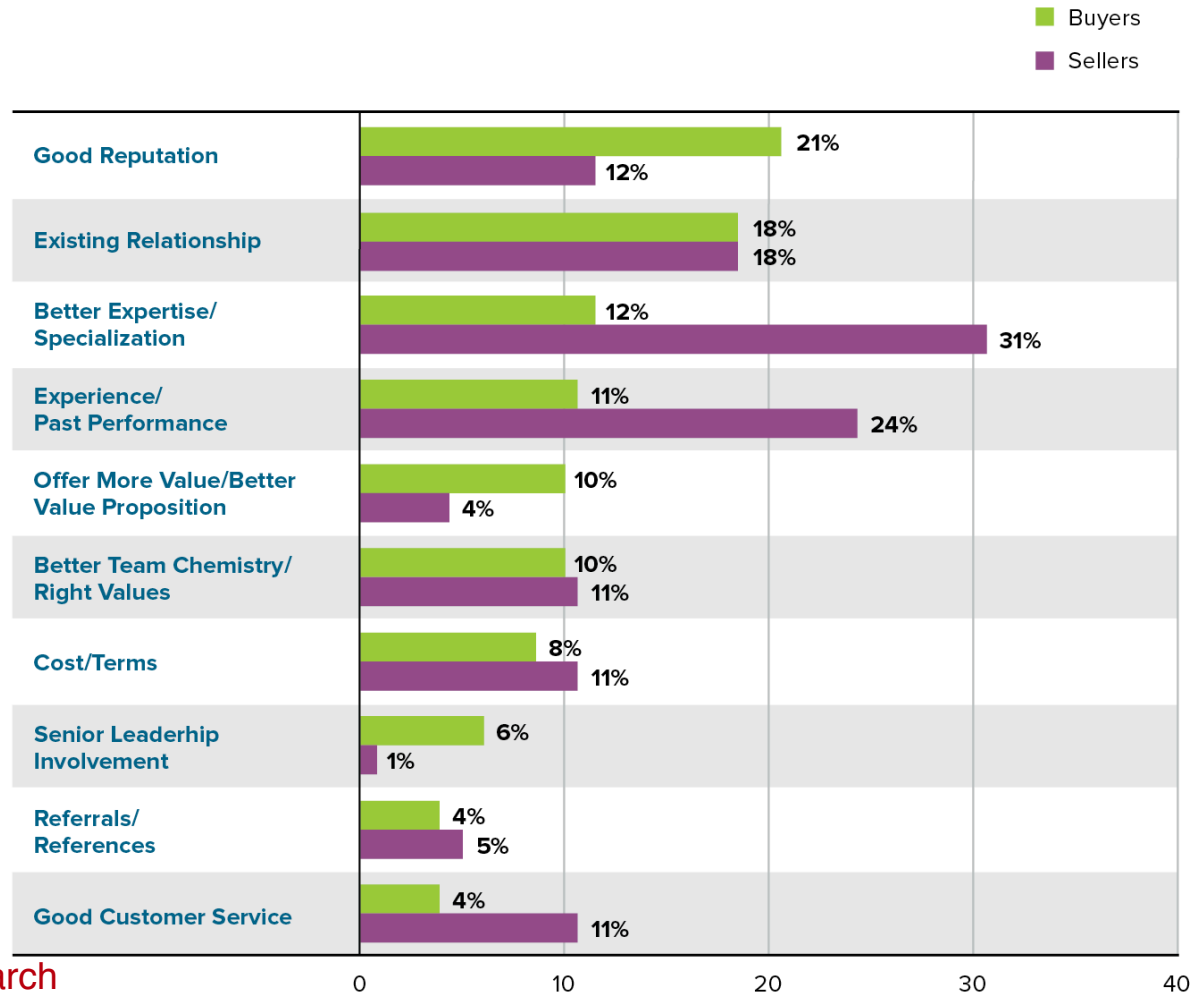


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Top 10 Selection Criteria



What Tips the Scale for the Winner?





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Take-Aways

- › Brands rule, search # 2
- › Reputation trumps relationship
- › Cost is overrated by sellers
- › Criteria evolve during the selection process





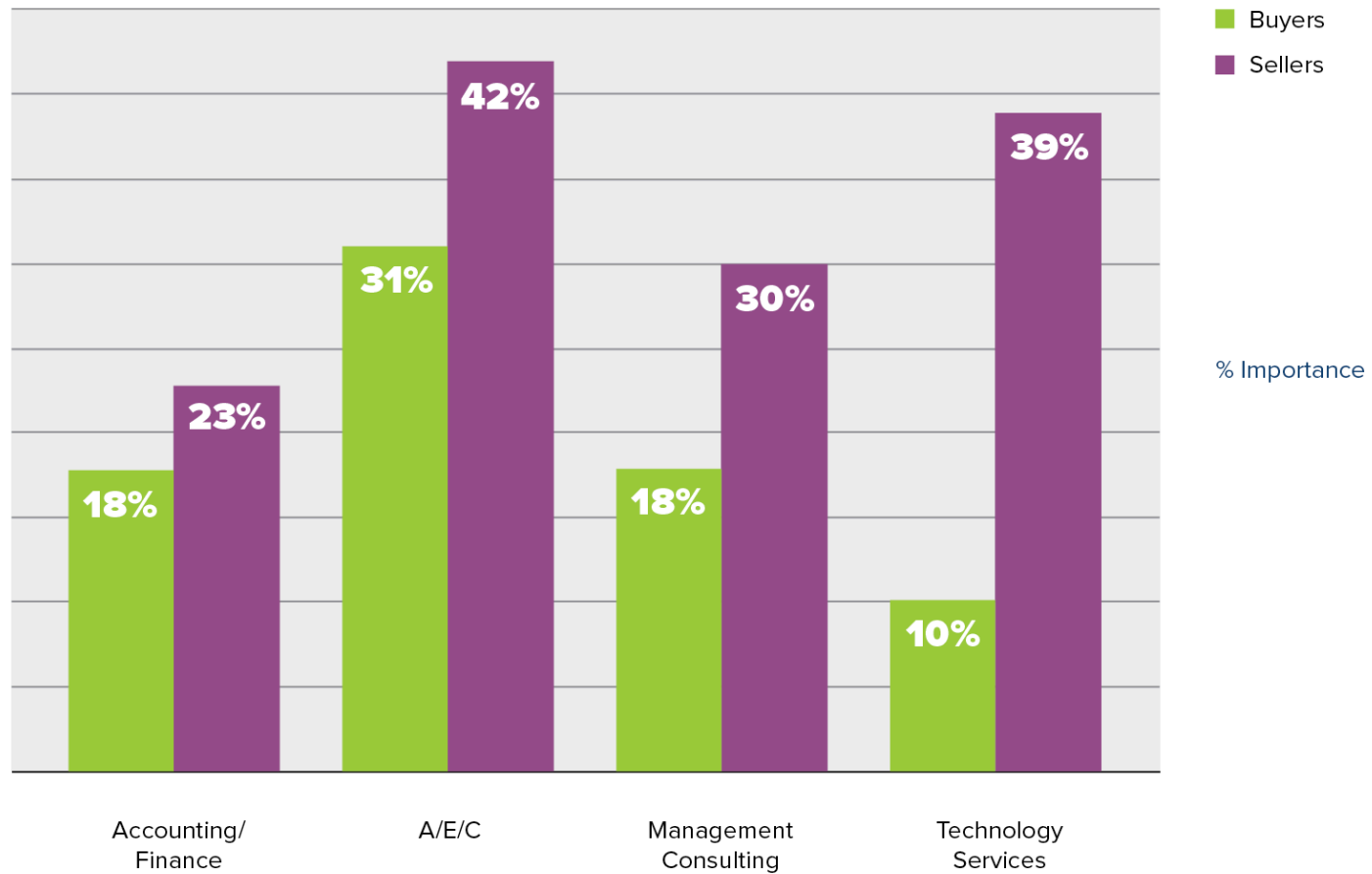
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WORKING WITH A FIRM



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How Important are the Services that the Firm Provides?

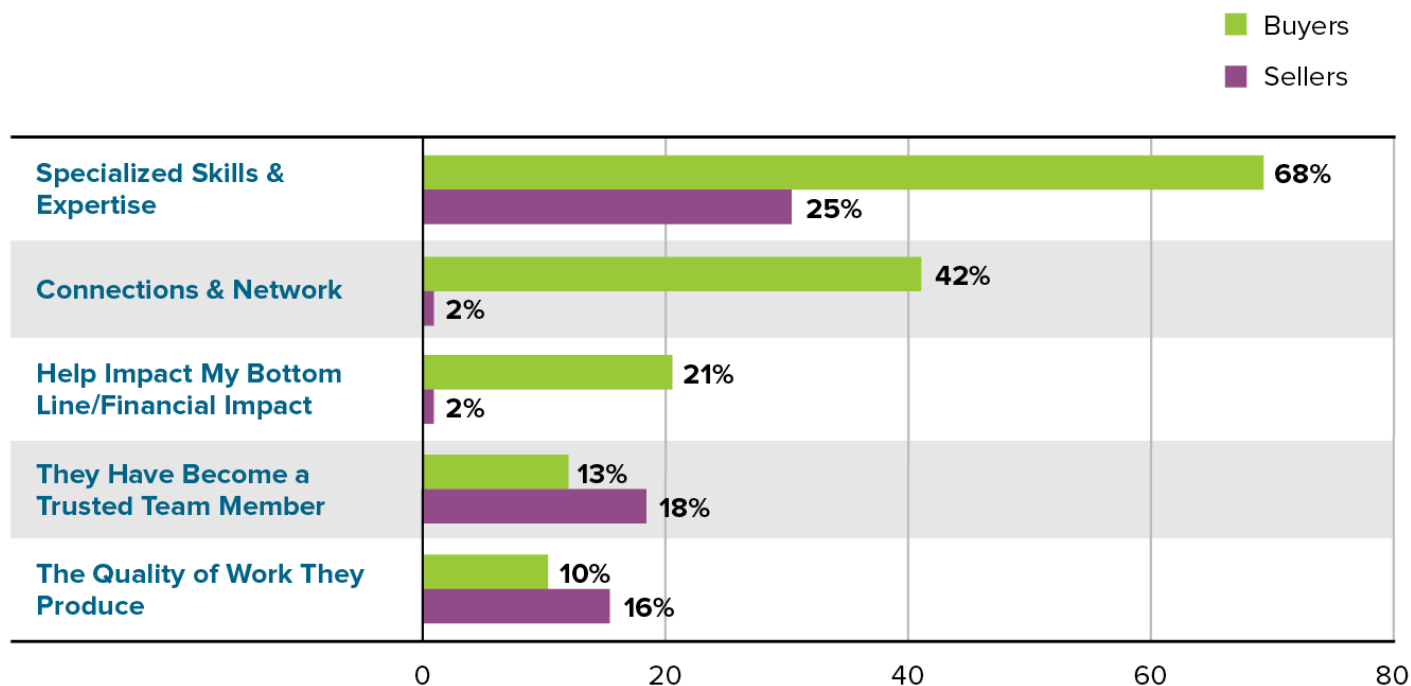


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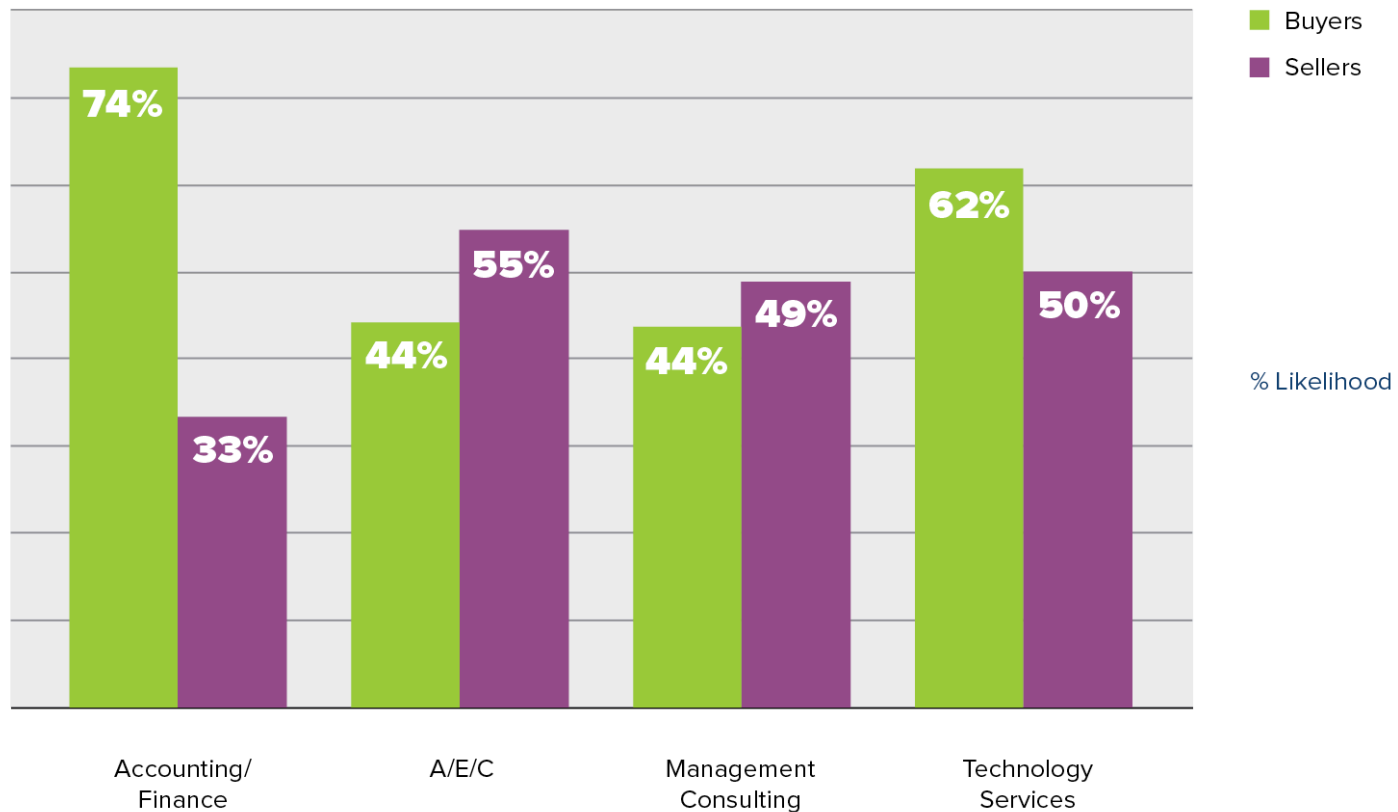


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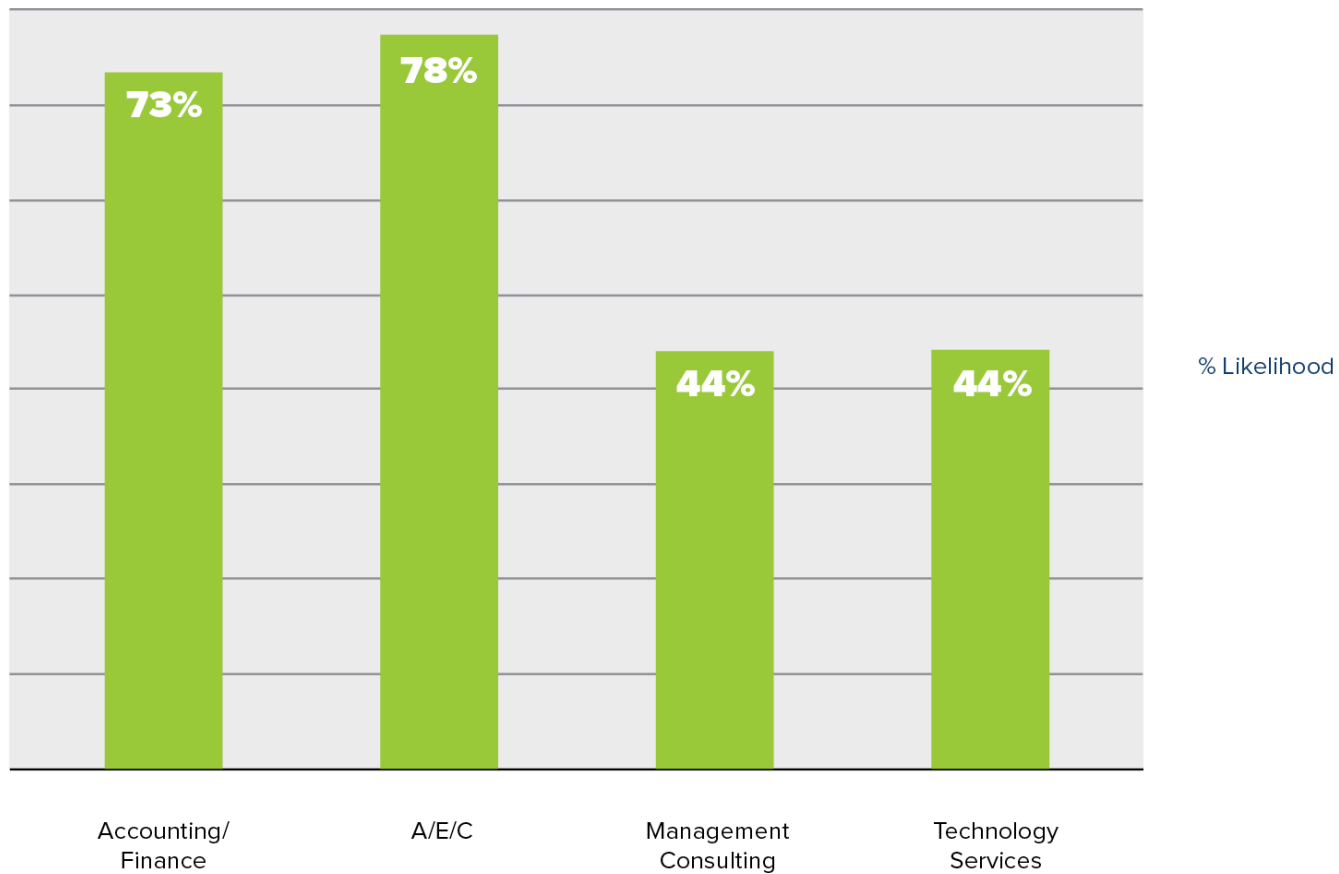
Top 5 Values/Benefits of Service



Does the Firm Do What They Say They Will?



Will Buyers Still be Using Firm in 2-3 years?



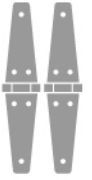


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Take-Aways

- › Close the gap in relevance perception
- › True value perception gap is also significant
- › Deliver on your promises
- › Loyalty varies by industry





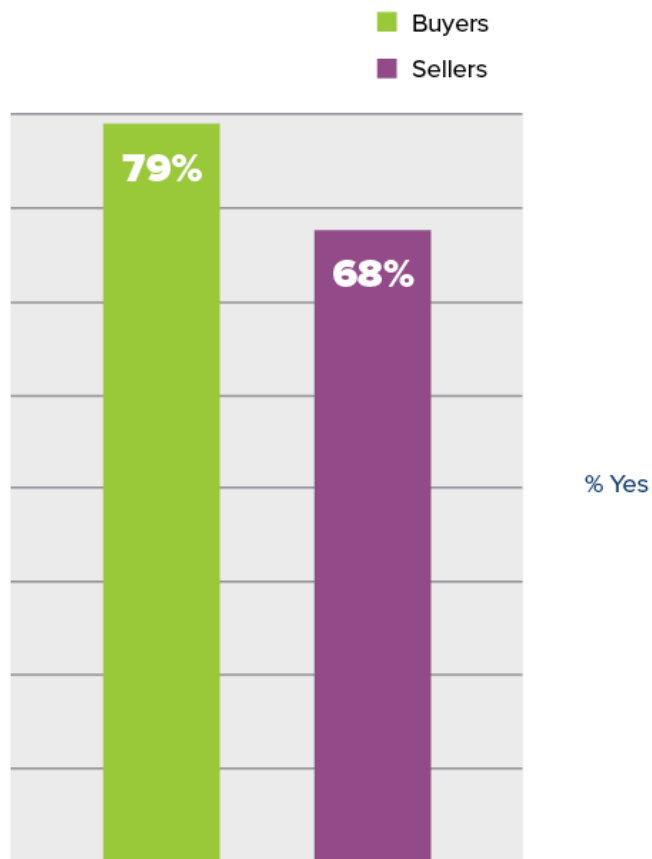
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GETTING MORE BUSINESS



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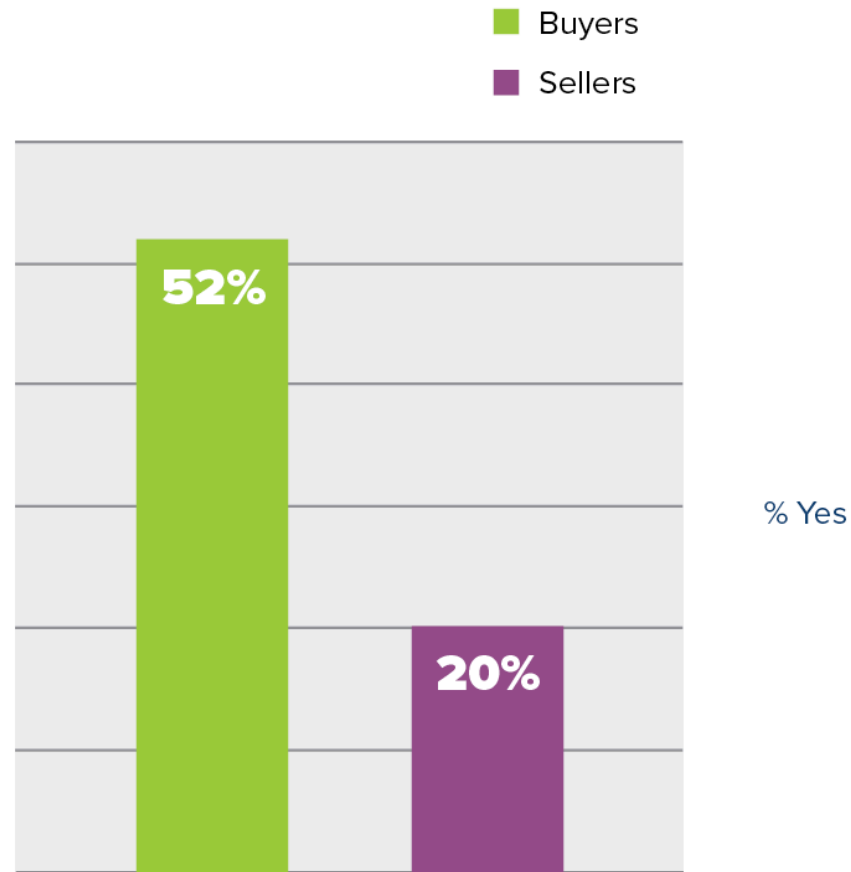
Buyers Want More Services



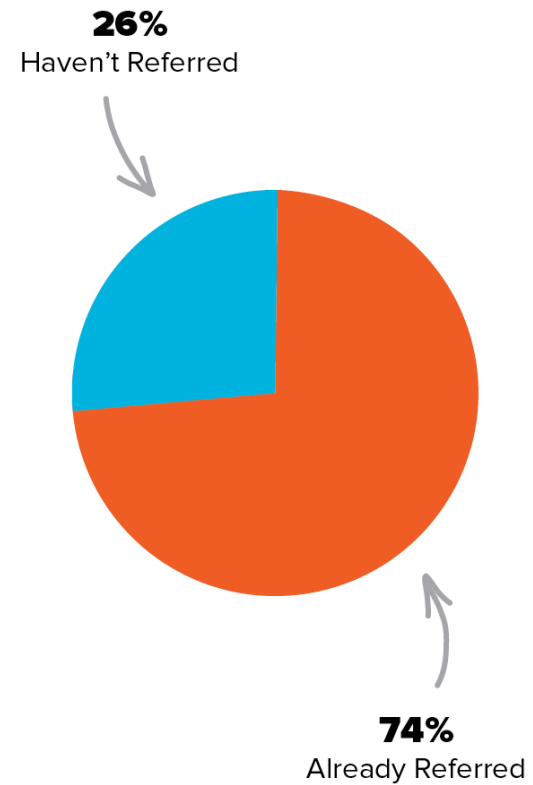
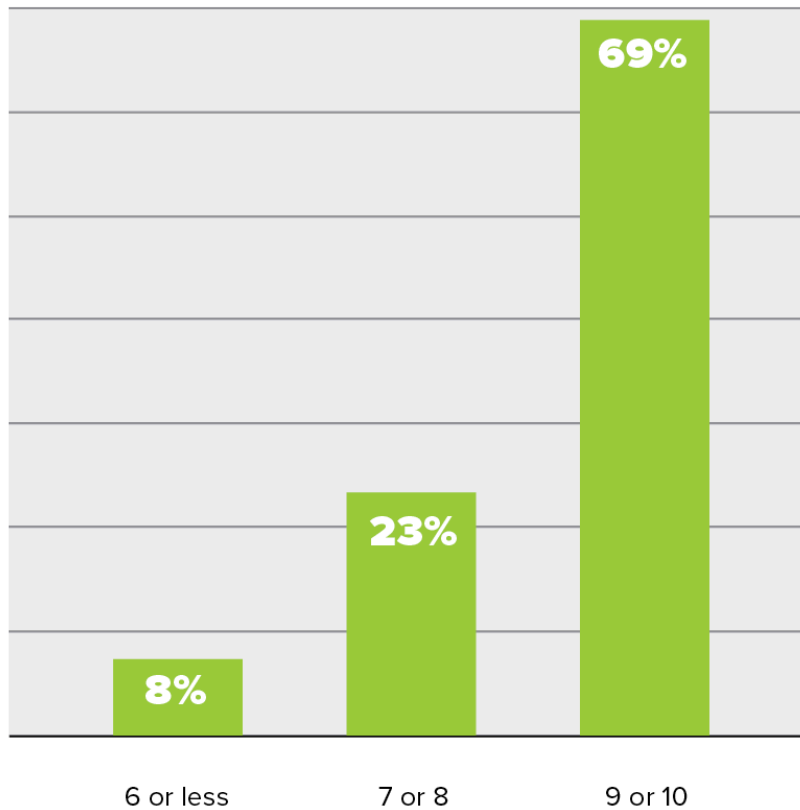
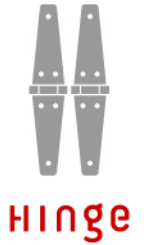


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Are Buyers Aware of All Services?



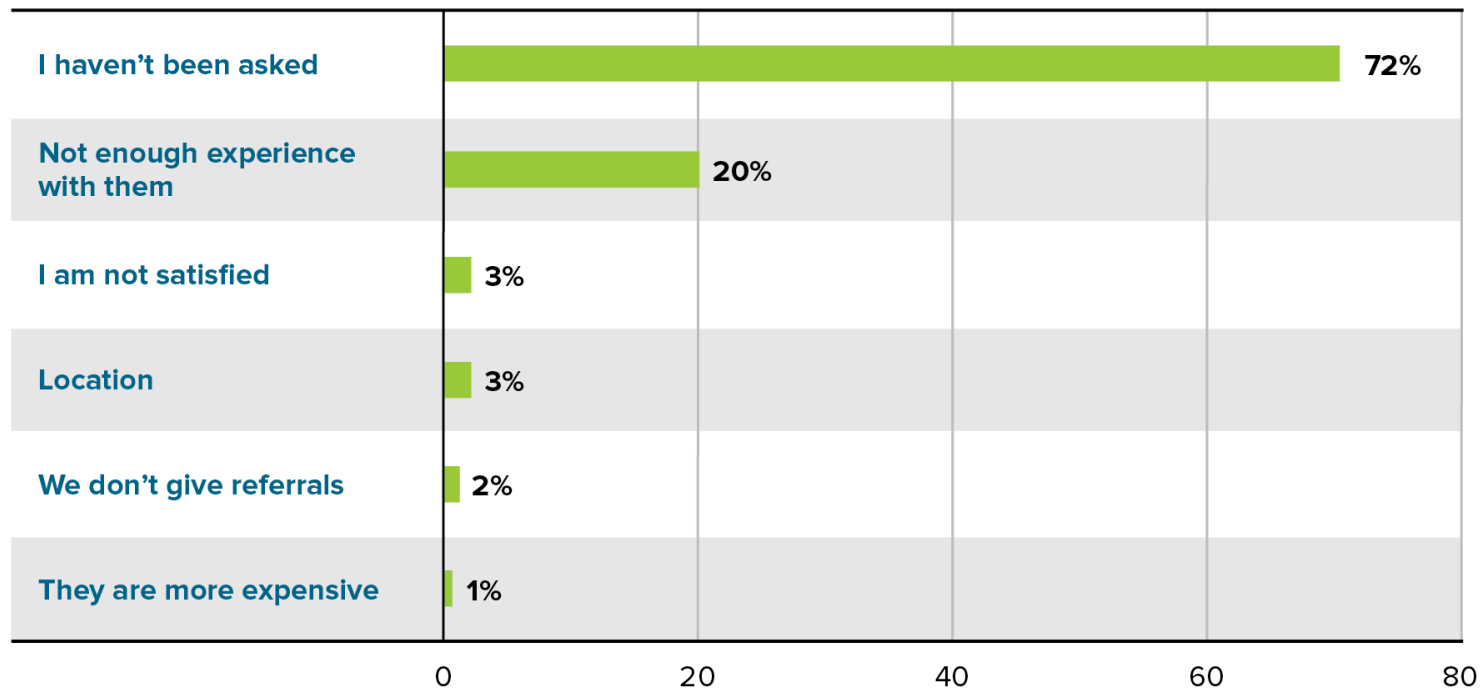
Probability That Buyers Will Recommend the Firm





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Why Haven't Referred?



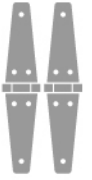


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Take-Aways

- › Your clients want more help
- › Your clients don't know what you can do
- › Most clients would refer if someone asks





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BEST MARKETING APPROACHES



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Top 5 Marketing Methods

Best Marketing

| | |
|----------------------------------|------------|
| Reputation for Producing Results | 47% |
| Personal Relationship | 27% |
| Referrals/Recommendations | 24% |
| Advertisements/Sponsorships | 14% |
| Education | 12% |

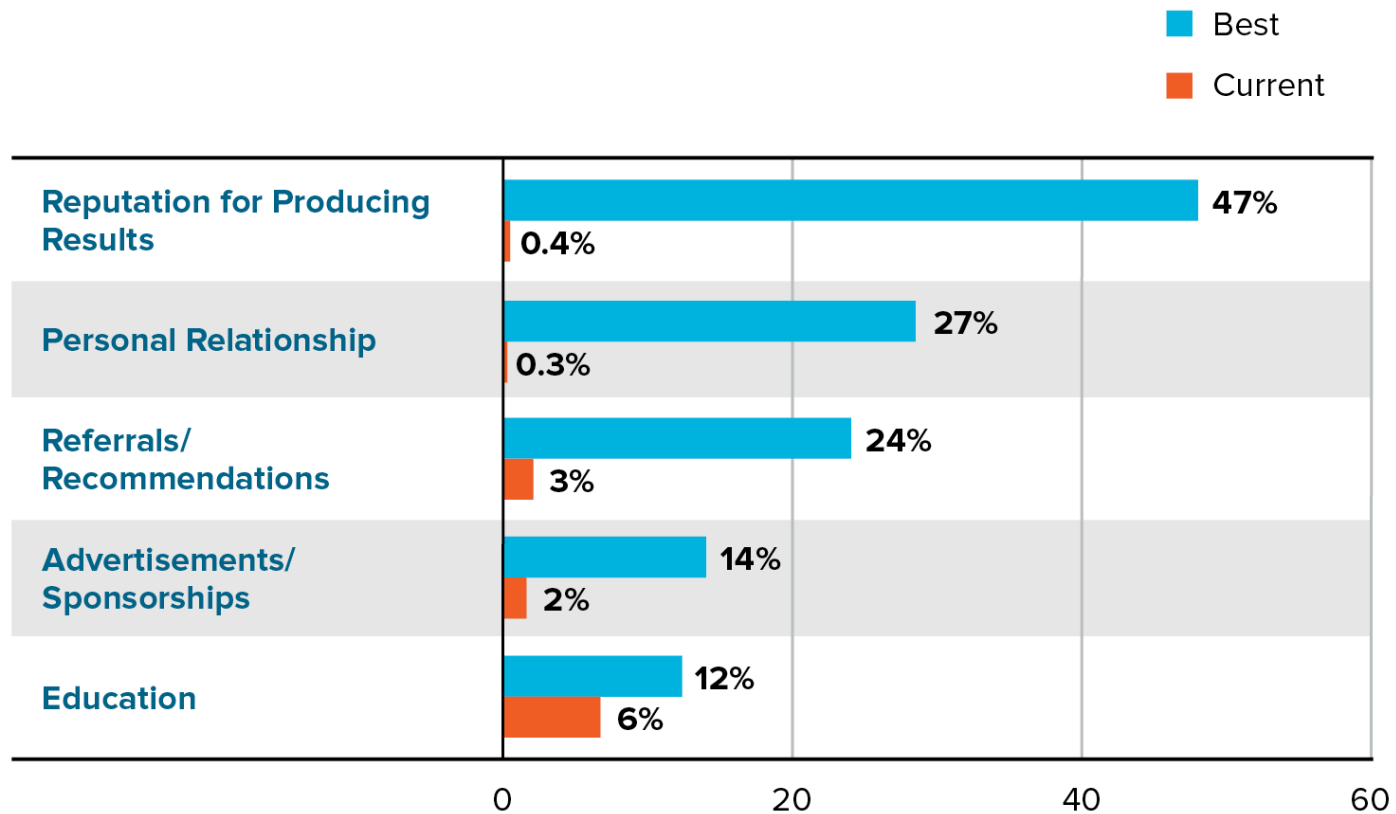
Current Marketing

| | |
|----------------------|------------|
| Cold Calls | 21% |
| Personal Visits | 17% |
| Email | 15% |
| Networking at Events | 13% |
| Direct Mail | 10% |



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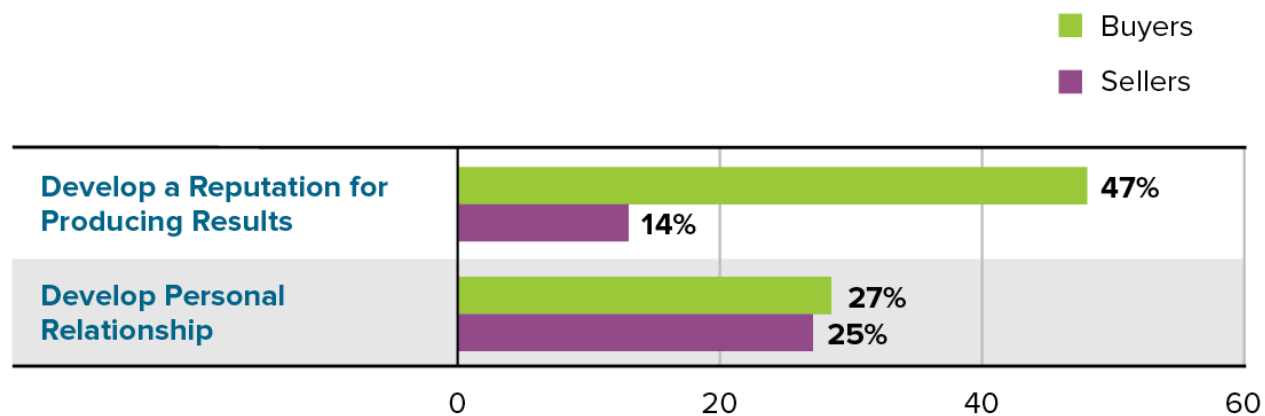
Use of Top 5 Marketing Methods





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Reputation vs. Relationship





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Take-Aways

- › Build your brand (reputation and visibility) to build your business
- › Most marketing misses
- › Reputation trumps relationship





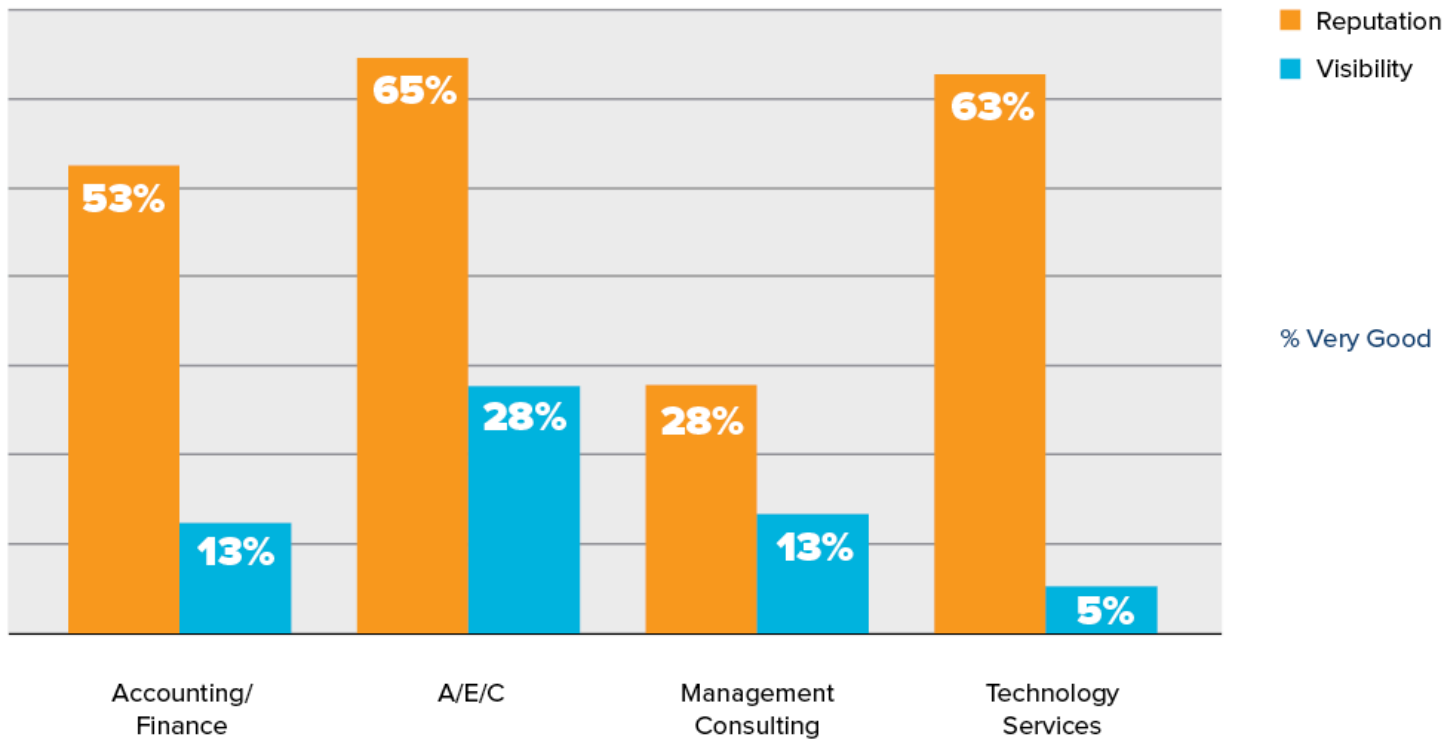
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BUILDING YOUR BRAND



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Buyers' Reputation vs. Visibility Ratings





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Take-Aways

- › Many firms underestimate their reputation among clients
- › Most firms are invisible
- › Visibility and reputation must work together





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Free Resources



“Online Marketing for Professional Services” Book



“Spiraling Up” Book



How Buyers Buy Professional Services Reports

Thank you! Questions?

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