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Today's Speakers



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Agenda

Ba

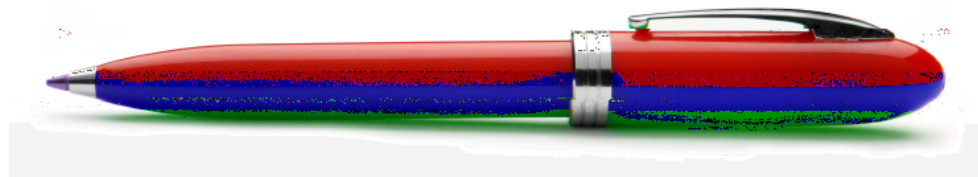
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Industry Specific Reports

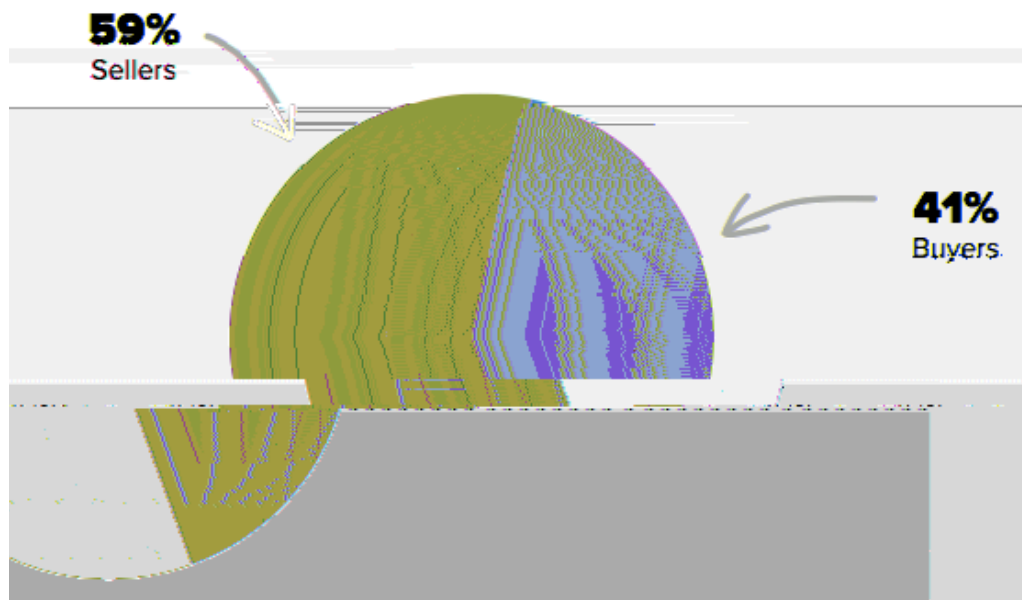




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Research Sample

Fig. 1. Technology Services Sample Composition





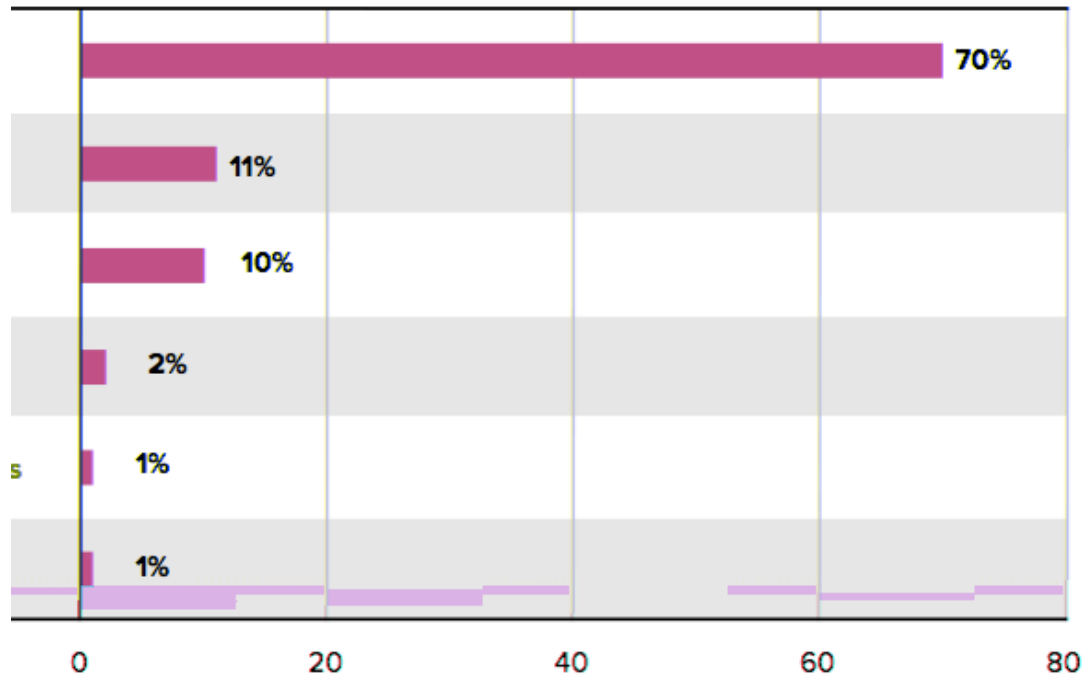
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SELECTING A



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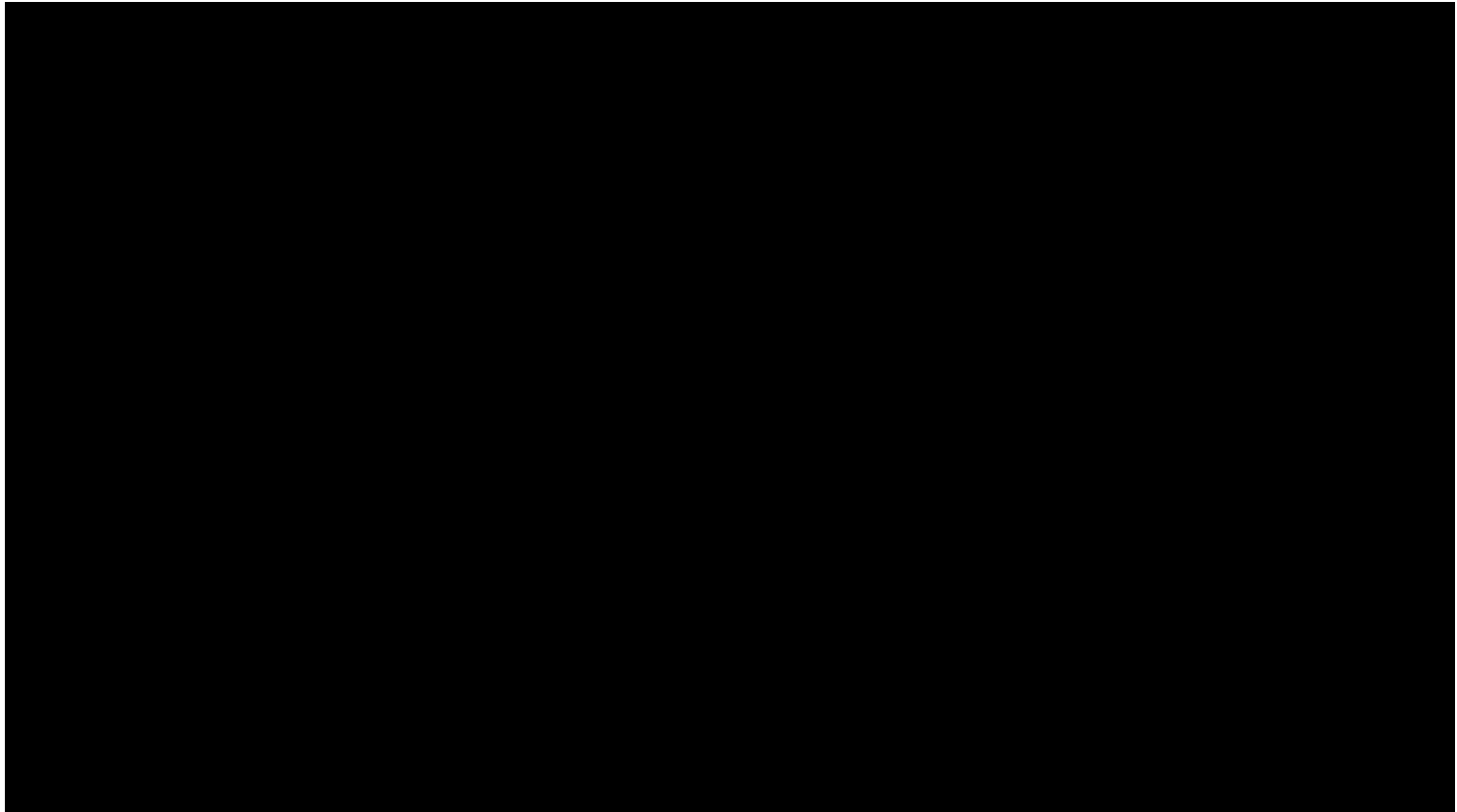
Top Ways Buyers Search





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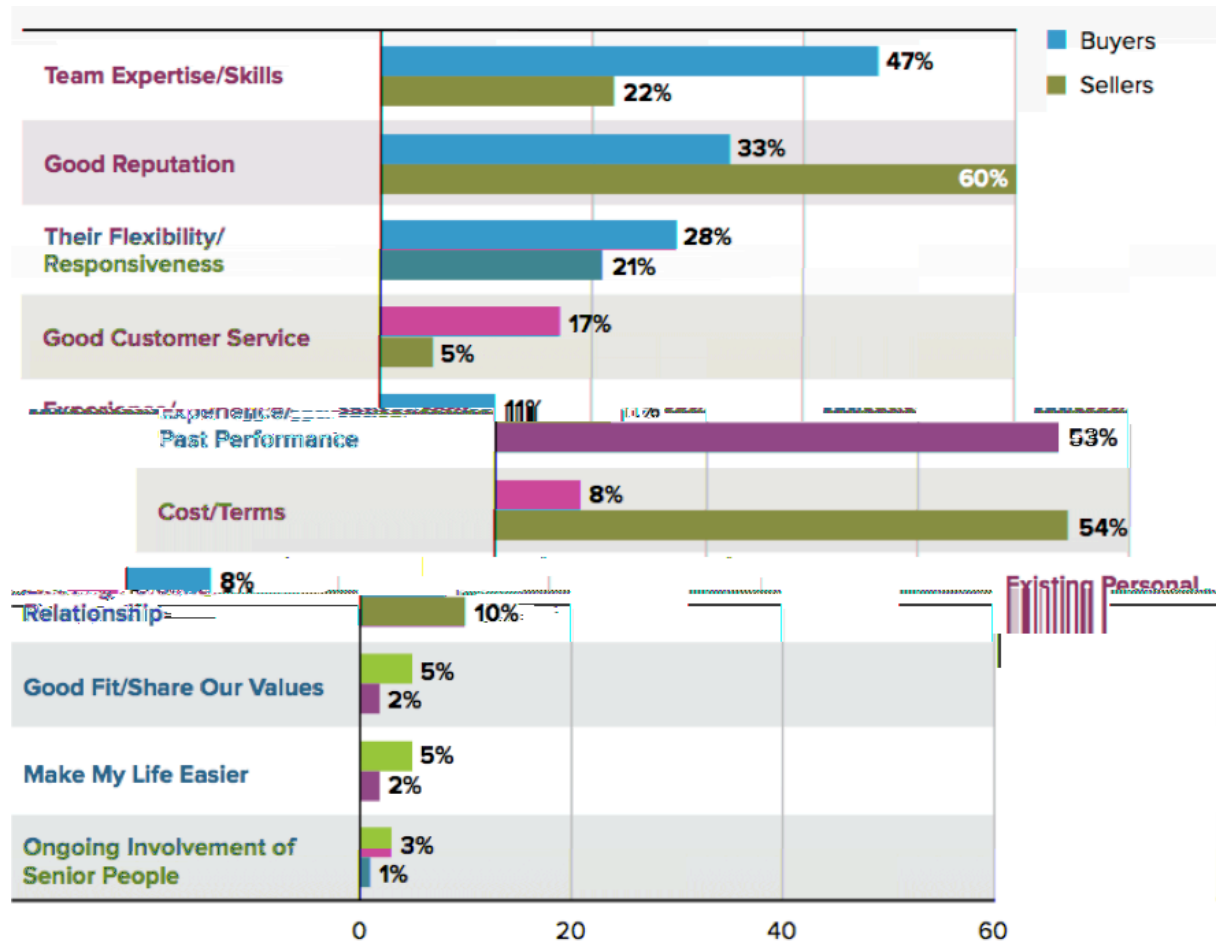
Who is the Competition?





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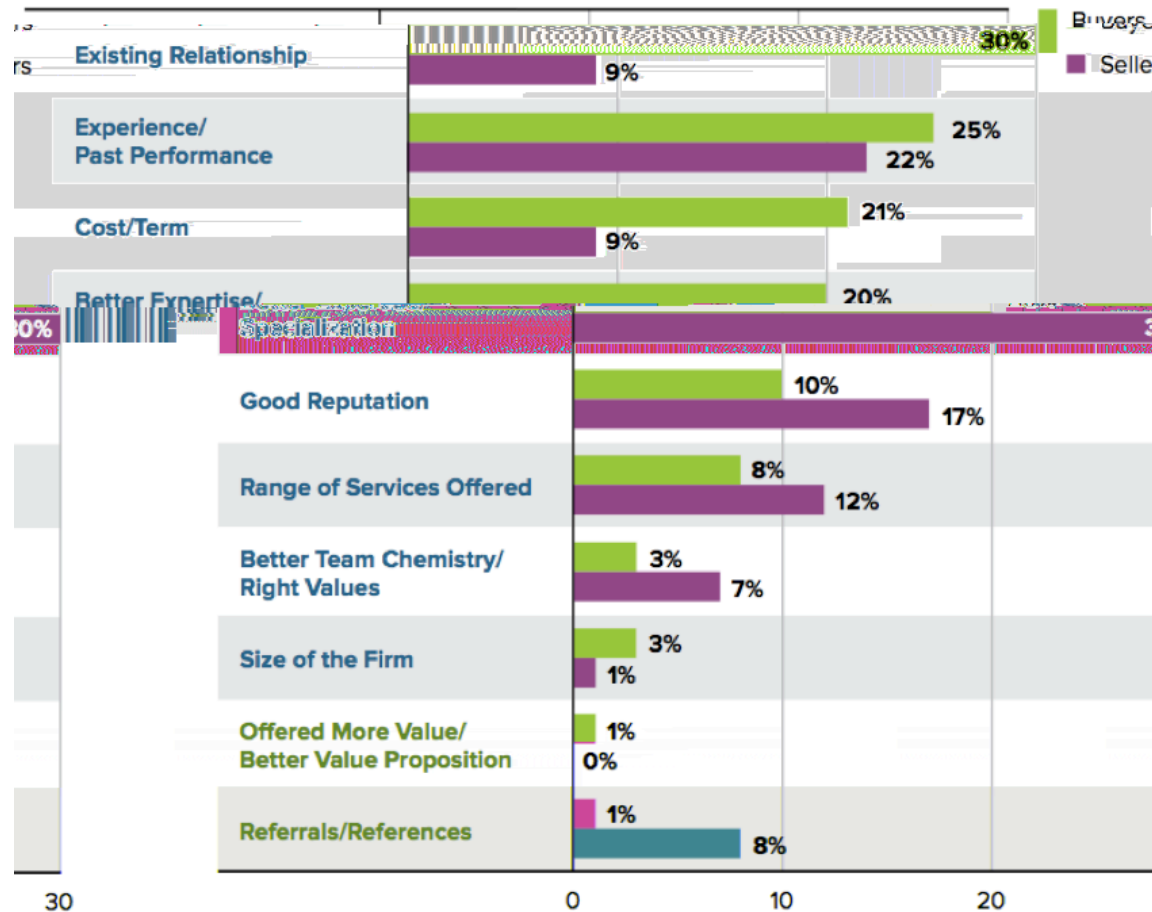
Top 10 Selection Criteria





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What Tips the Scale for the Winner?





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Take-Aways

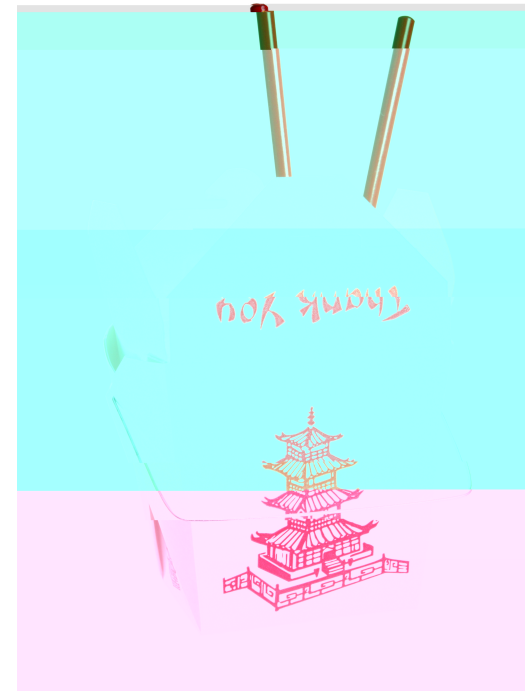
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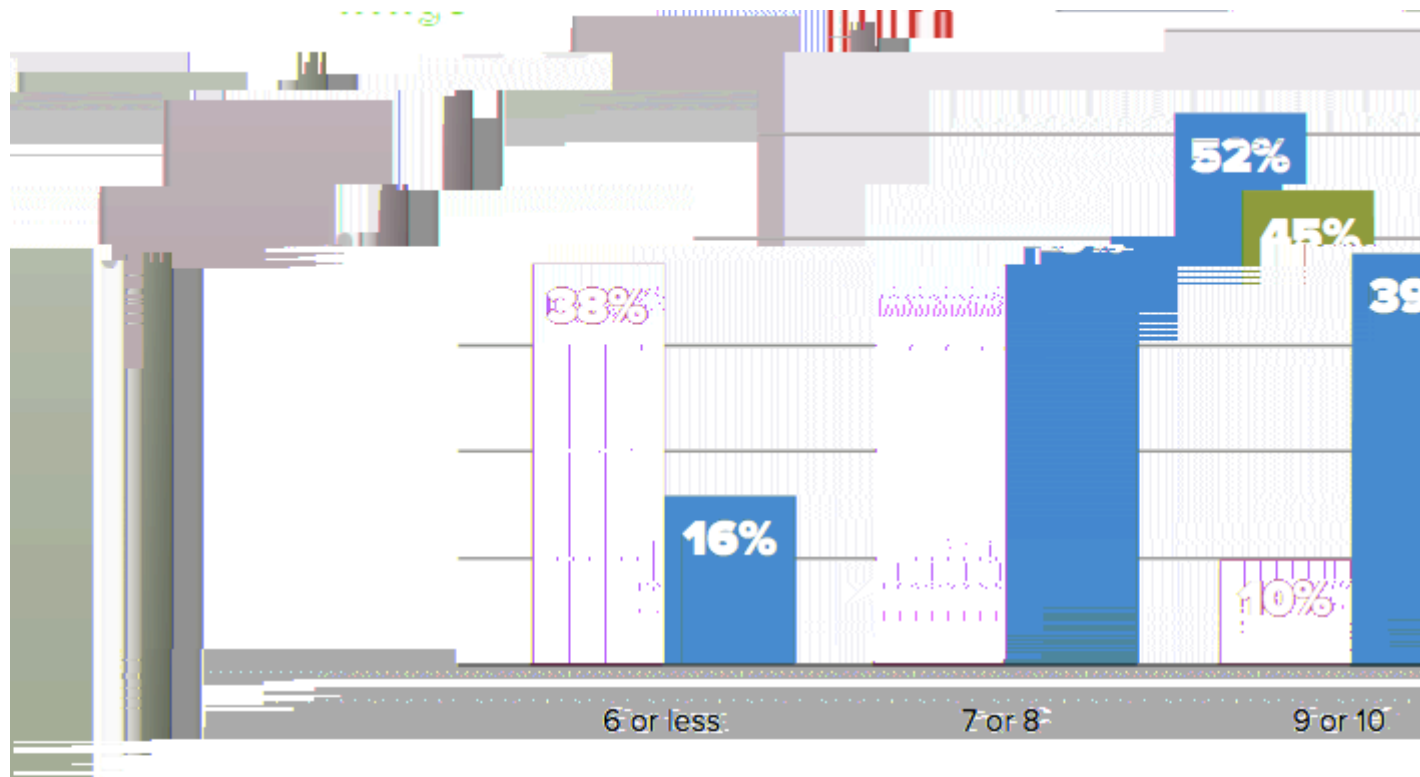
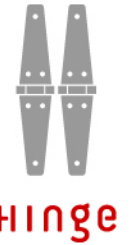




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WORKING WITH A FIRM

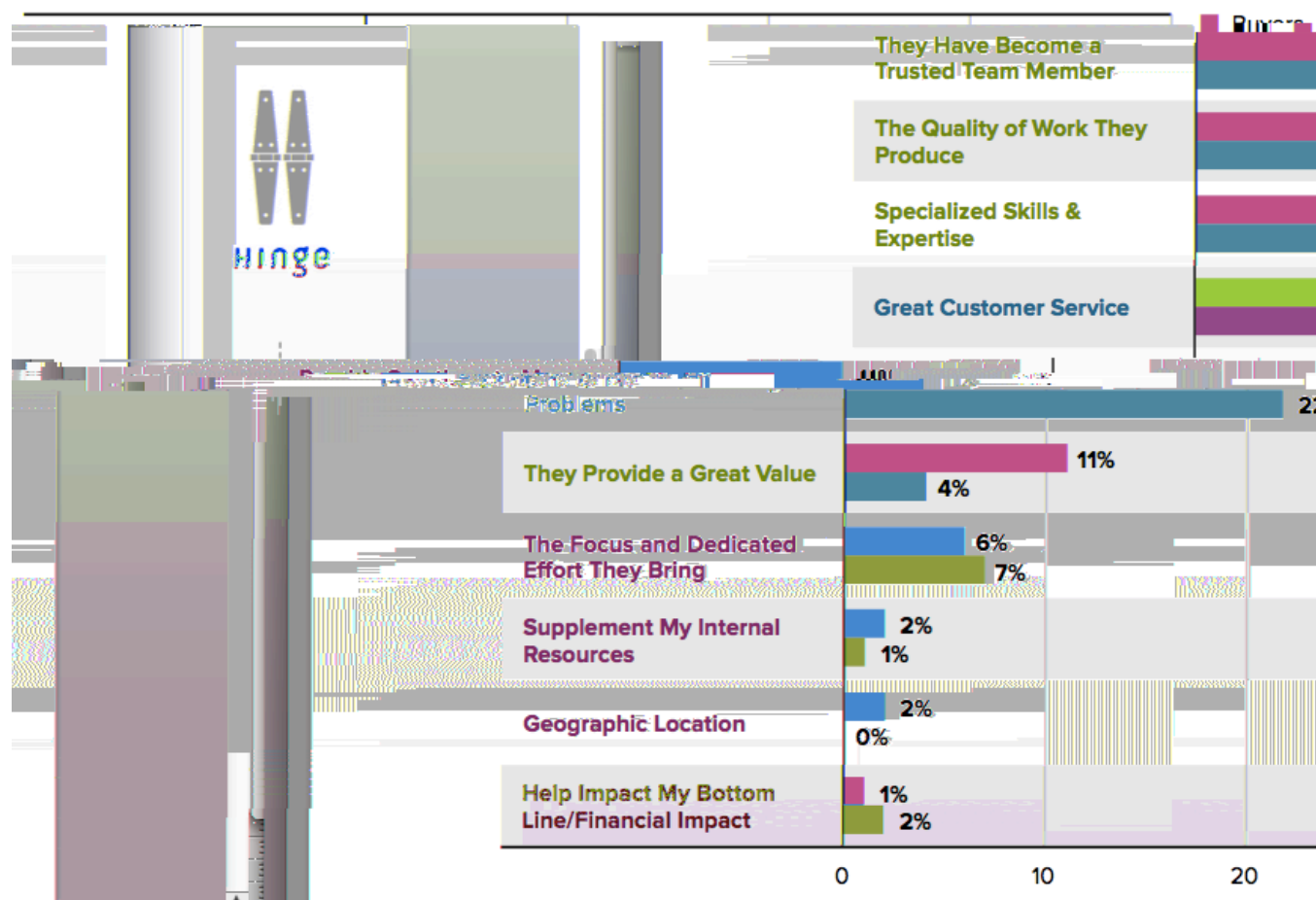
How Important are the Services that the Firm Provides?





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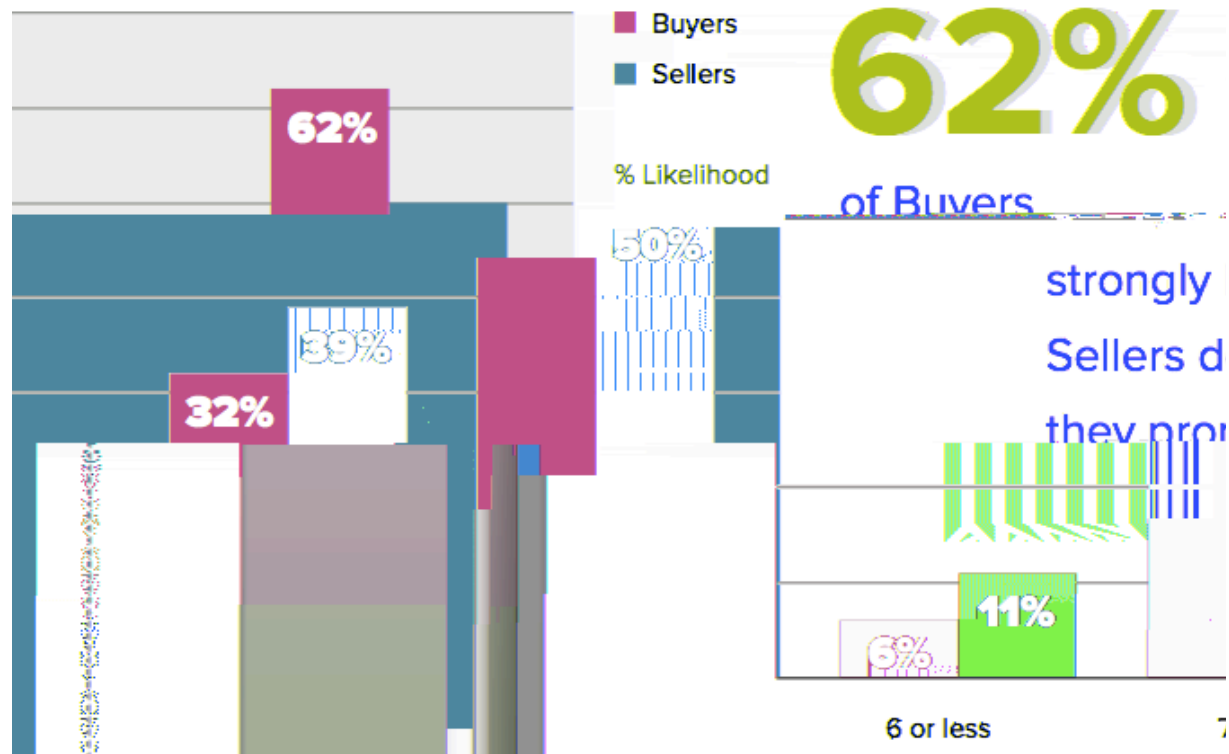
Top 5 Values/Benefits of Service





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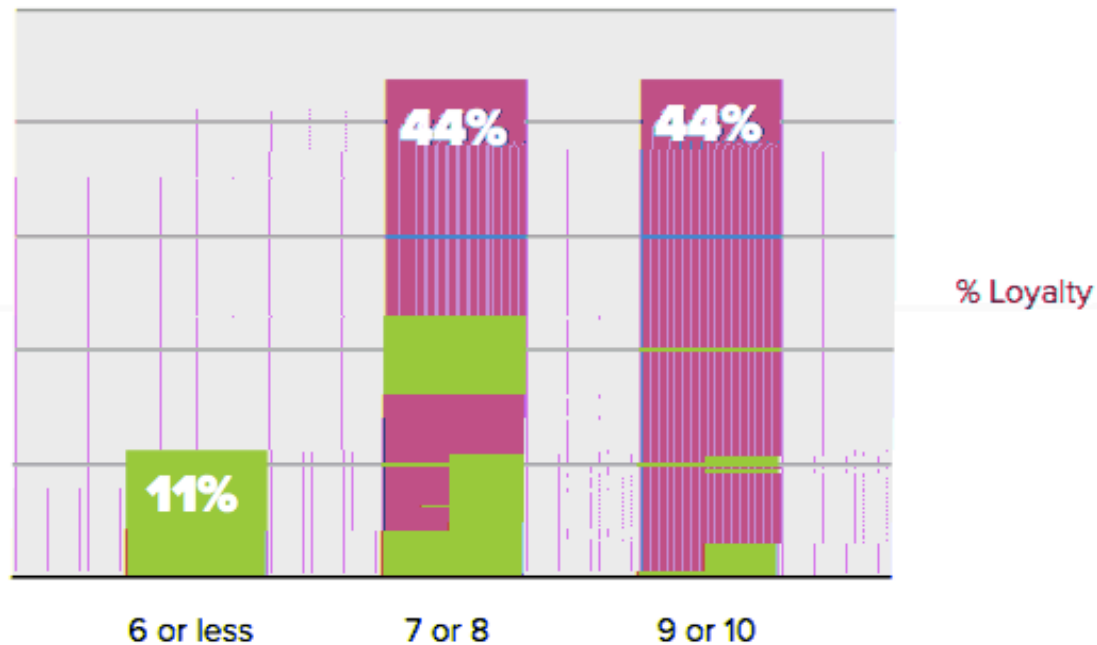
Does the Firm Do What They Say They Will?





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





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Take-Aways

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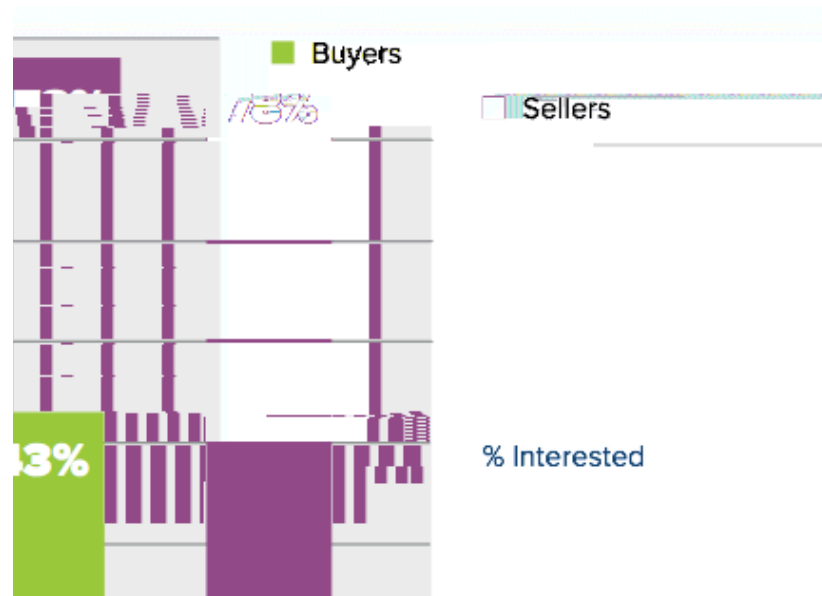
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GETTING MORE BUSINESS



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Buyers Want More Services

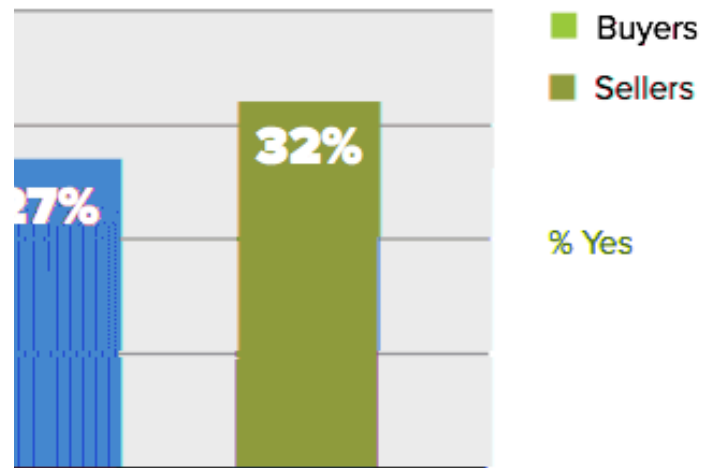


Sellers.



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Are Buyers Aware of All Services?

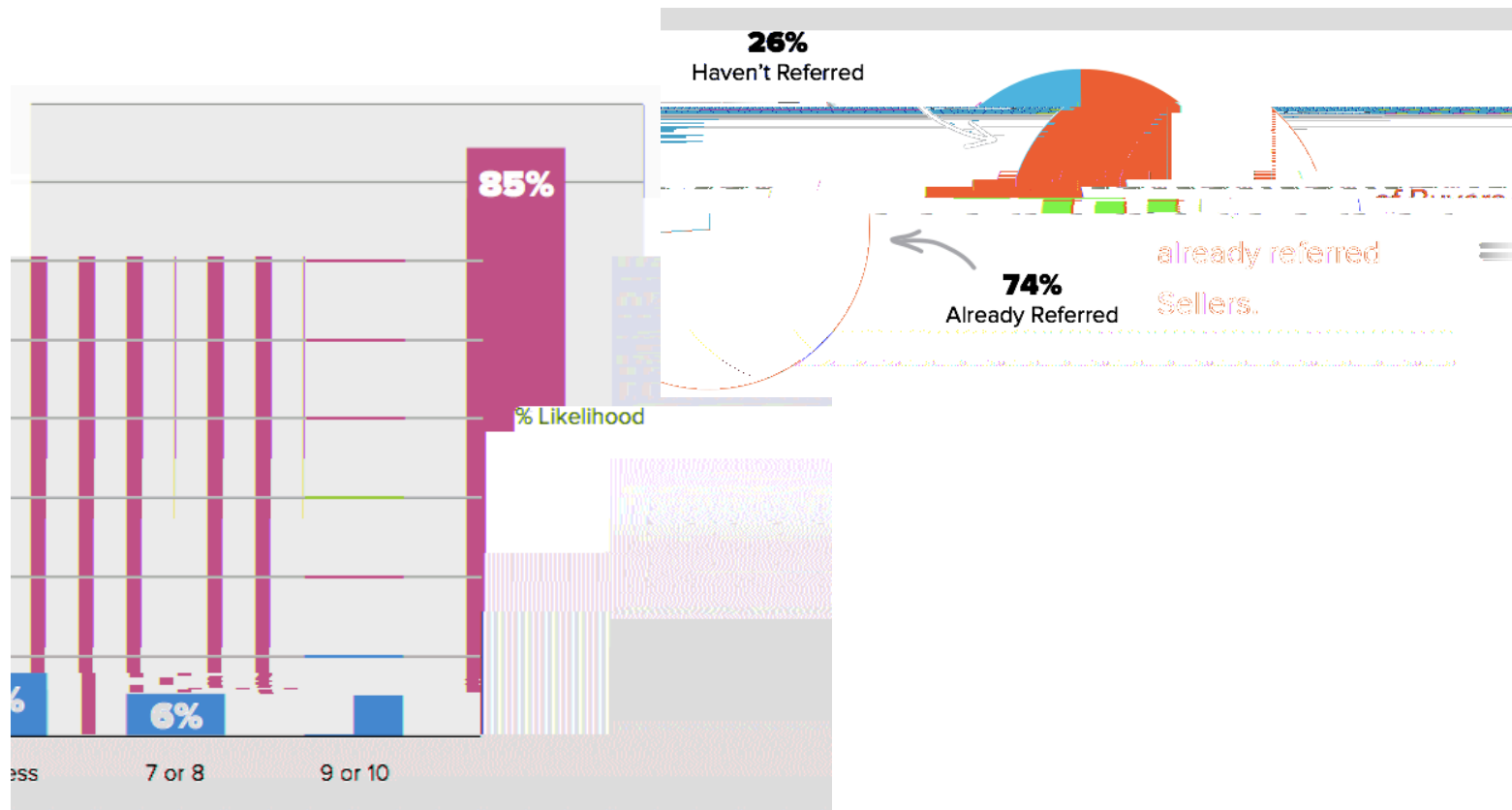


Source: Hinge, 2018. Data from a survey of 1,000 buyers and sellers.



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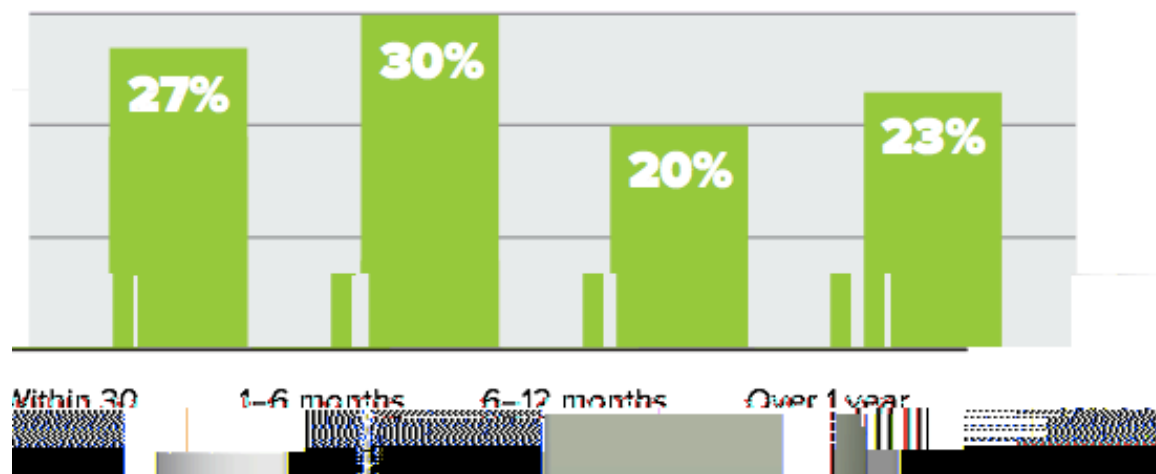
Probability That Buyers Will Recommend the Firm





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Most Recent Referral





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Take-Aways

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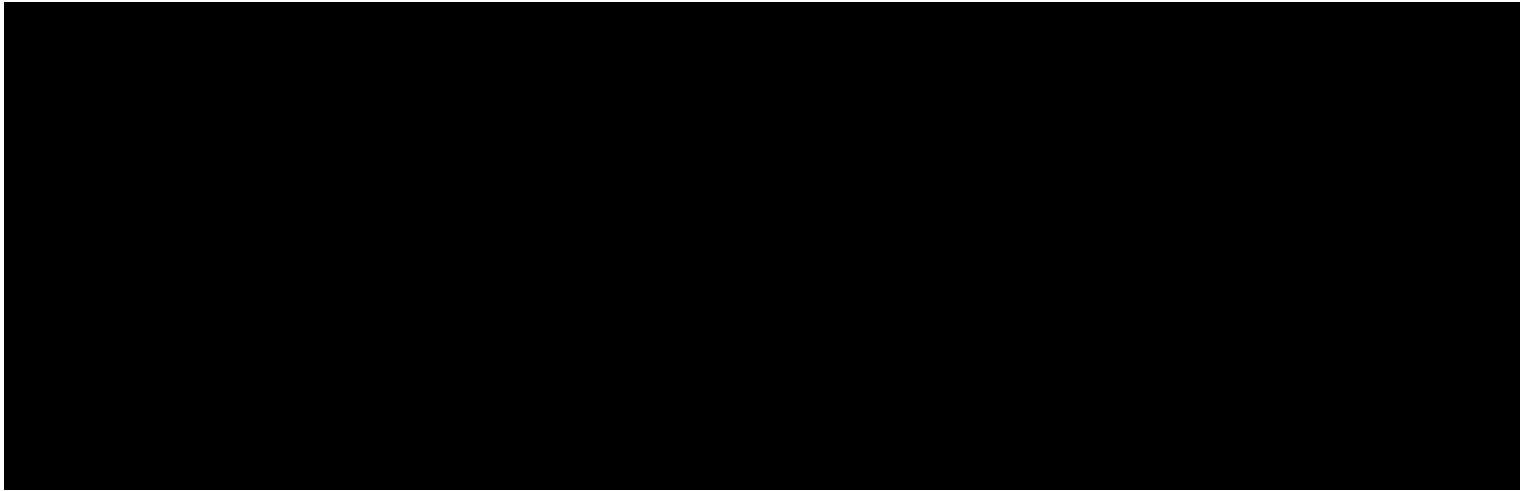
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BEST MARKETING APPROACHES



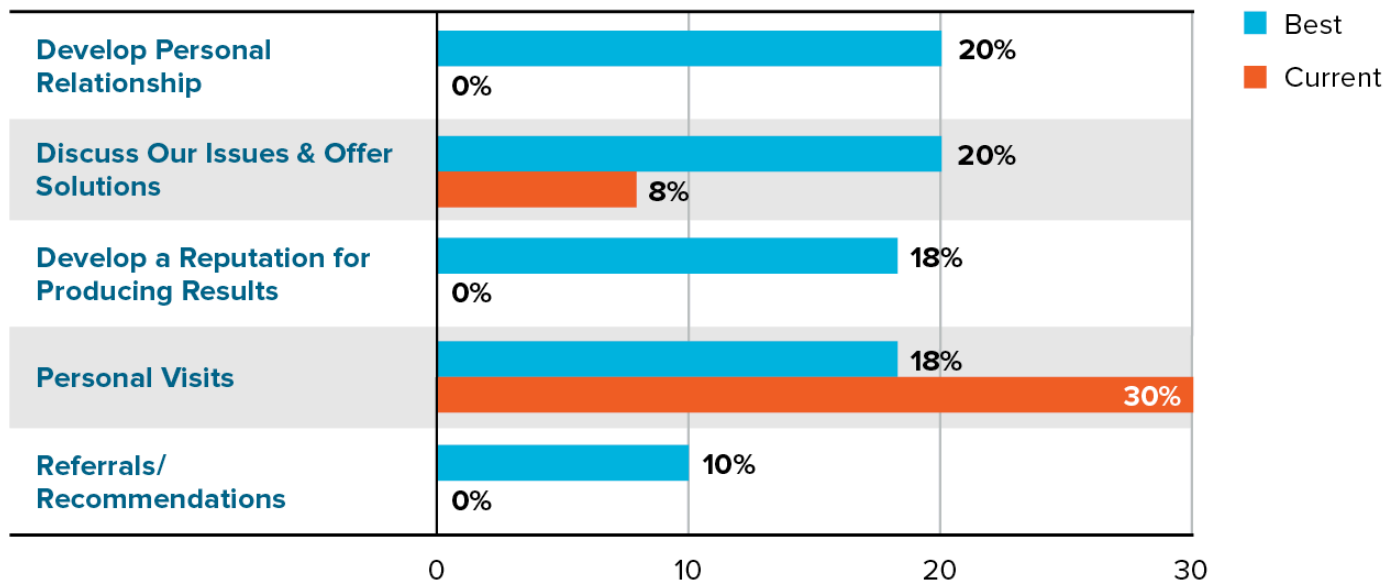
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Top 5 Marketing Methods





Use of Top 5 Marketing Methods





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Take-Aways

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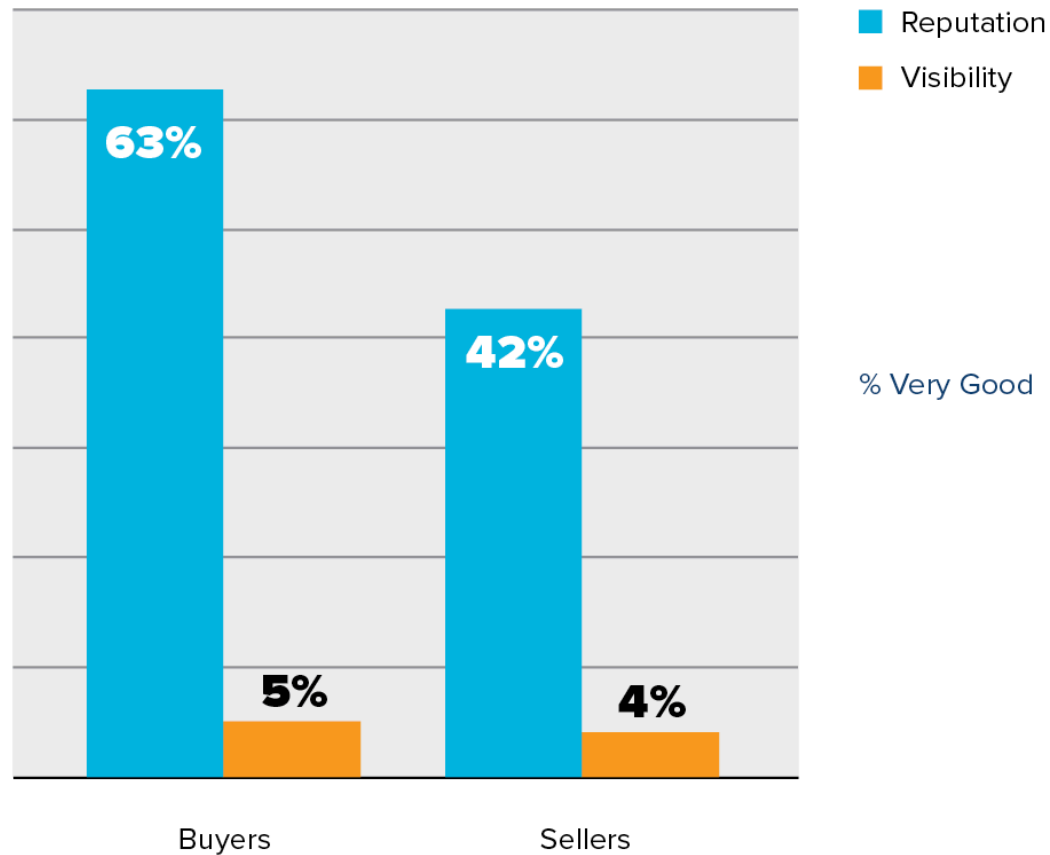
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BUILDING YOUR BRAND



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Reputation vs. Visibility Ratings





Take-Aways

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Free Resources

“Online Marketing for Professional Services” Book



“Spiraling Up” Book



How Buyers Buy Technology Services Report

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Free Marketing Strategy Review

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We'll discuss:

H a a
Y a a a
M a
Y a a
B b a



R a a : **703.391.8870**

Thank you! Questions?

Elizabeth Harr

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@ElizHarr

Connect with Hinge



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