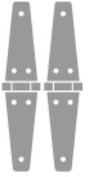


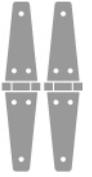
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**Hinge**





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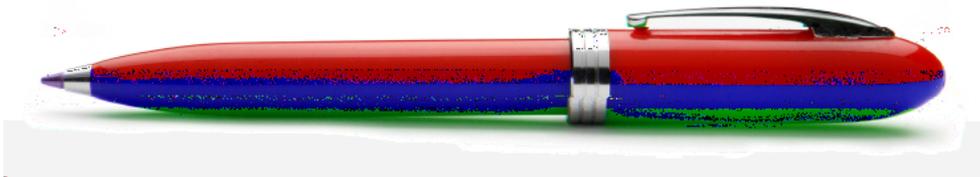
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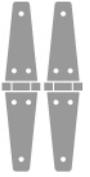
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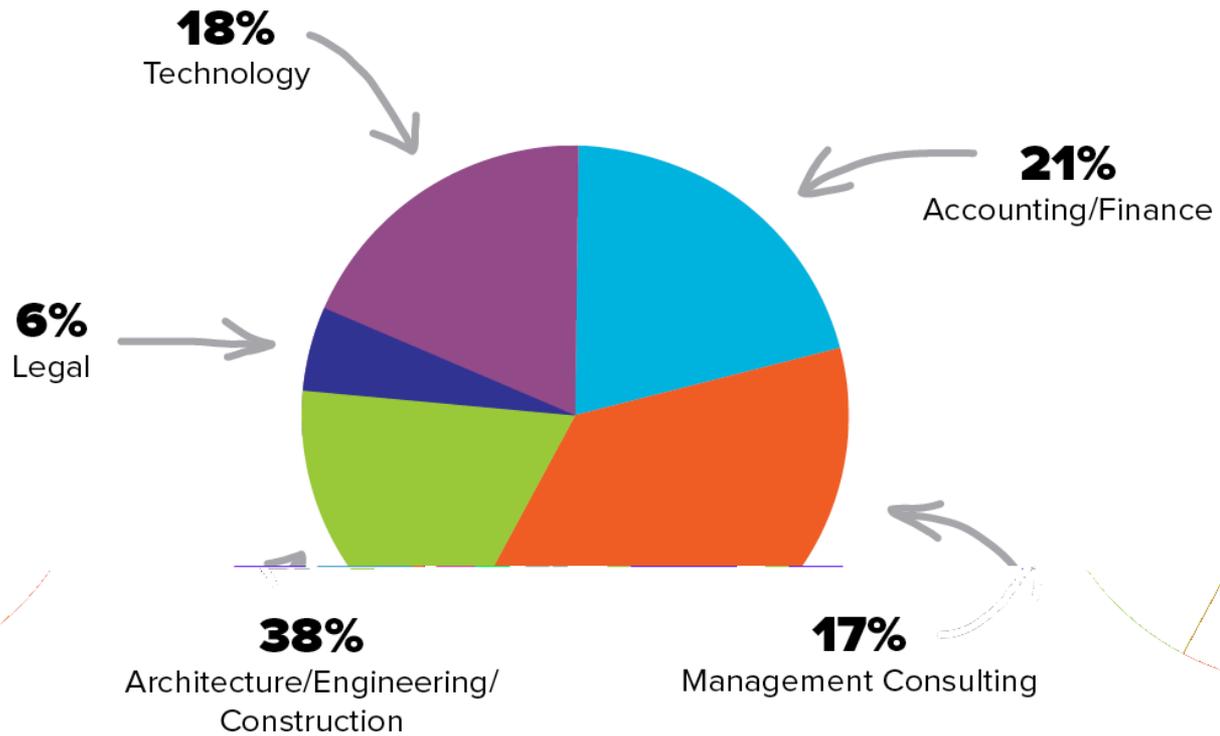
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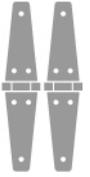


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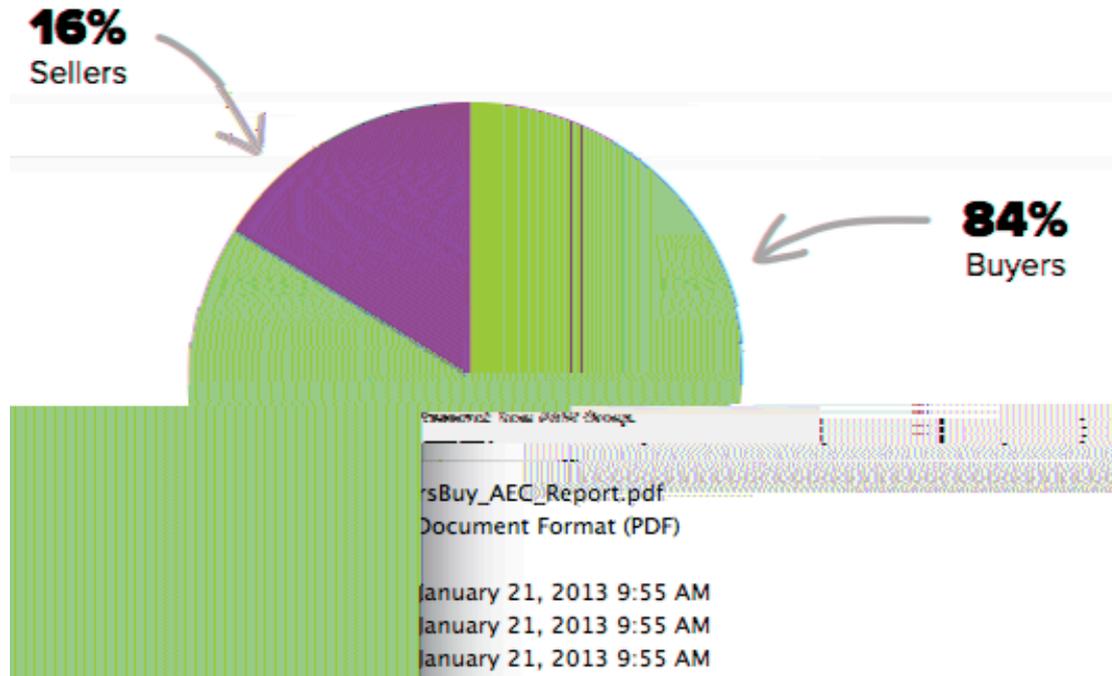


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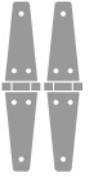




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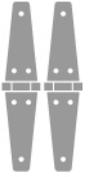
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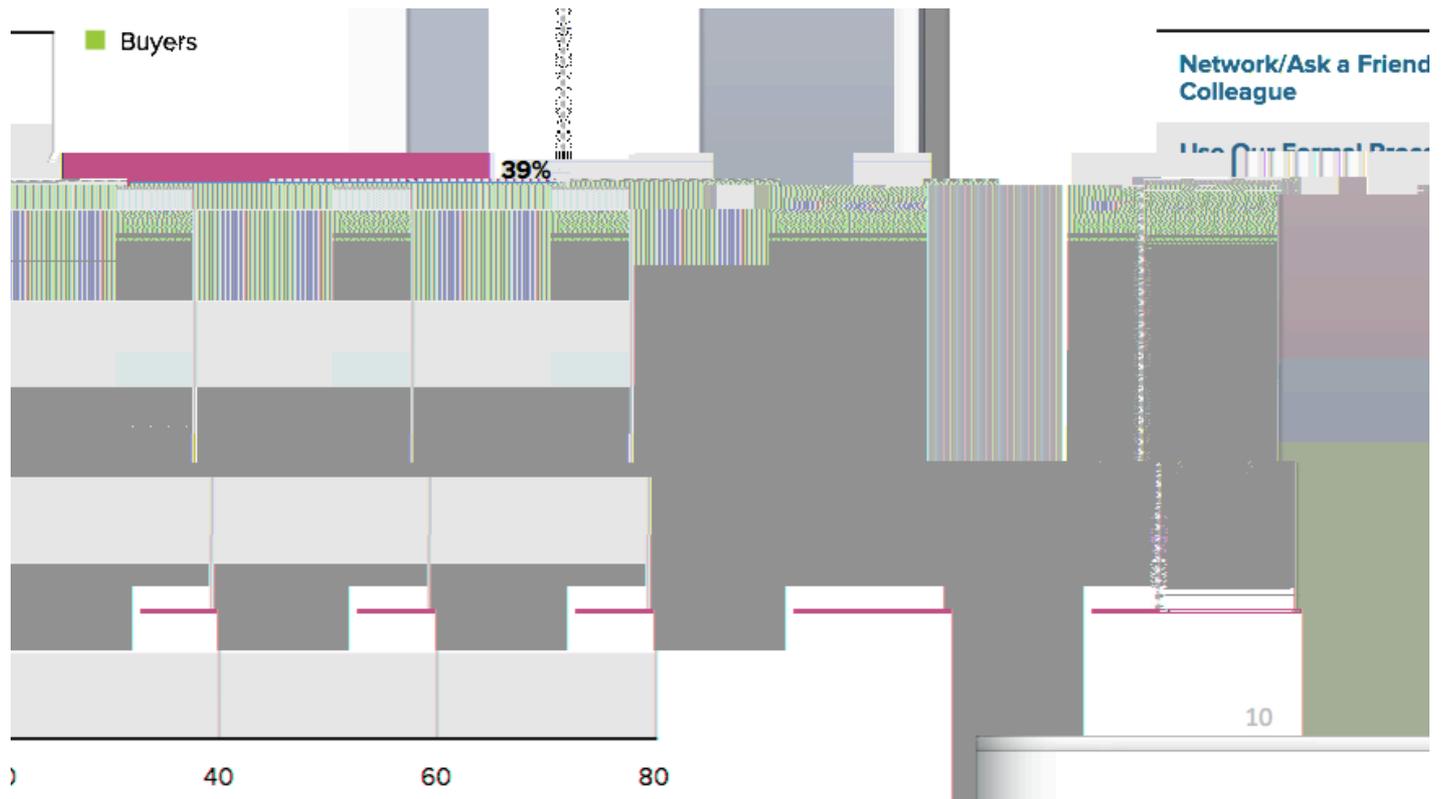
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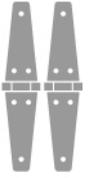


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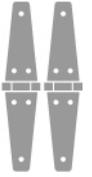
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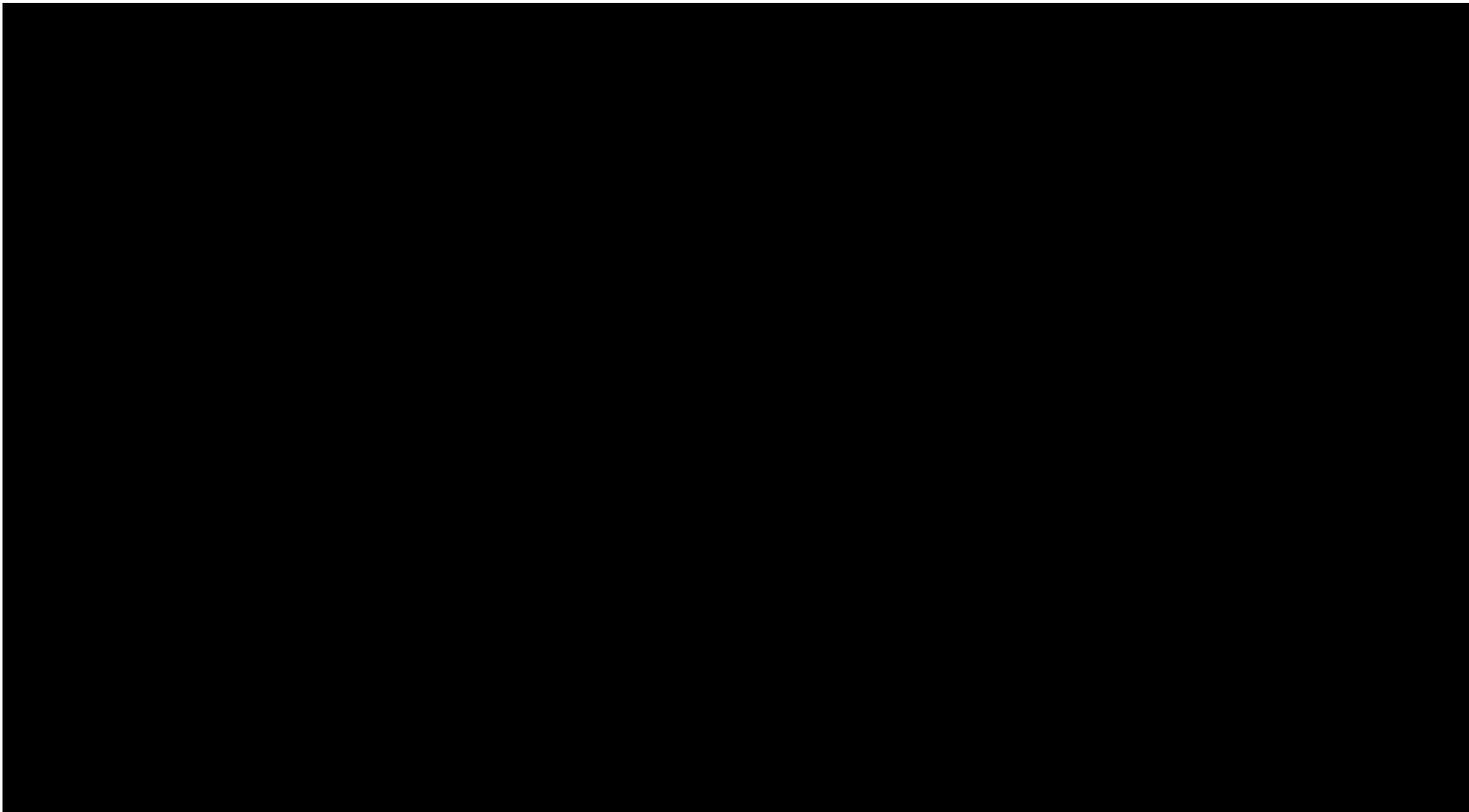


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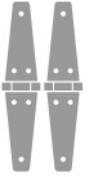




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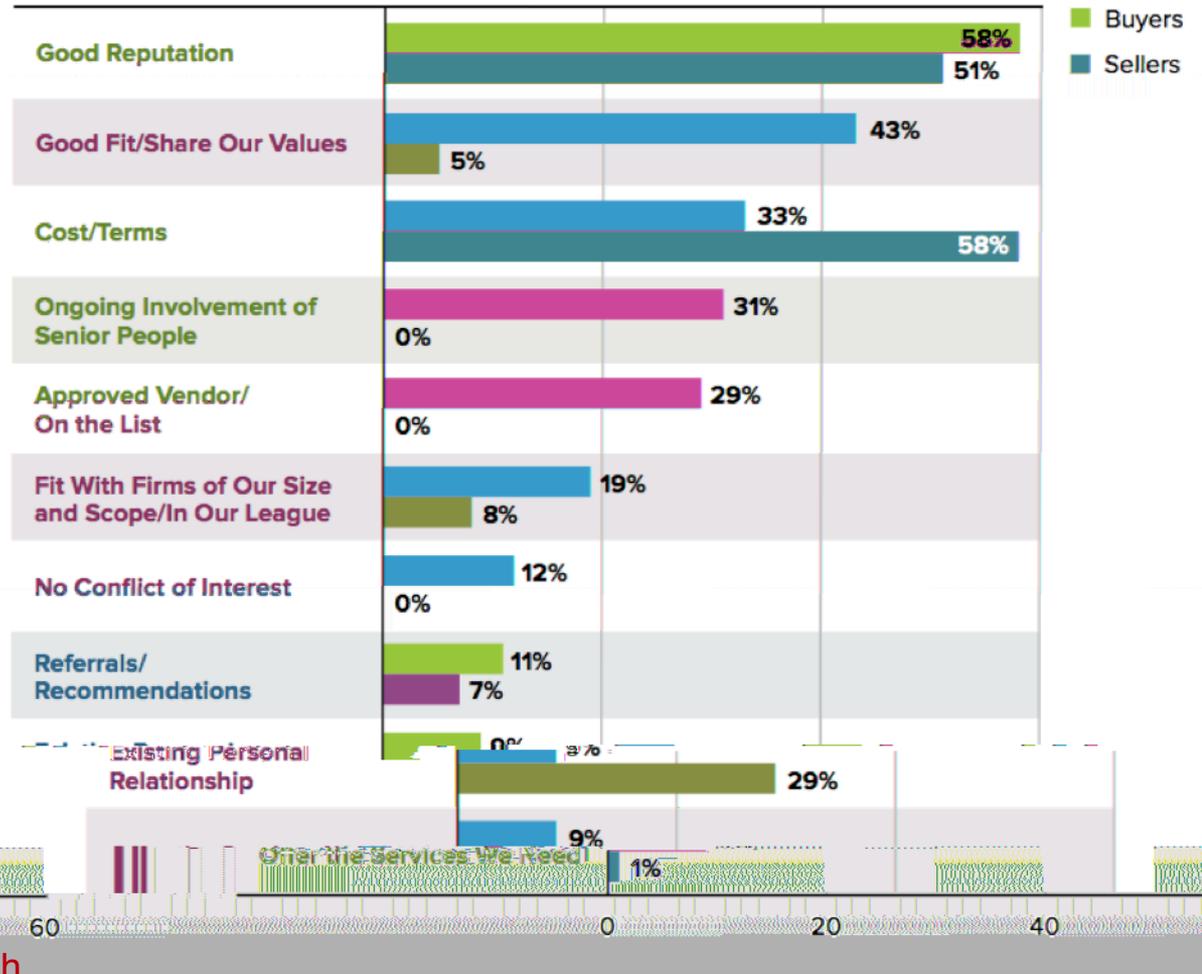


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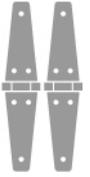




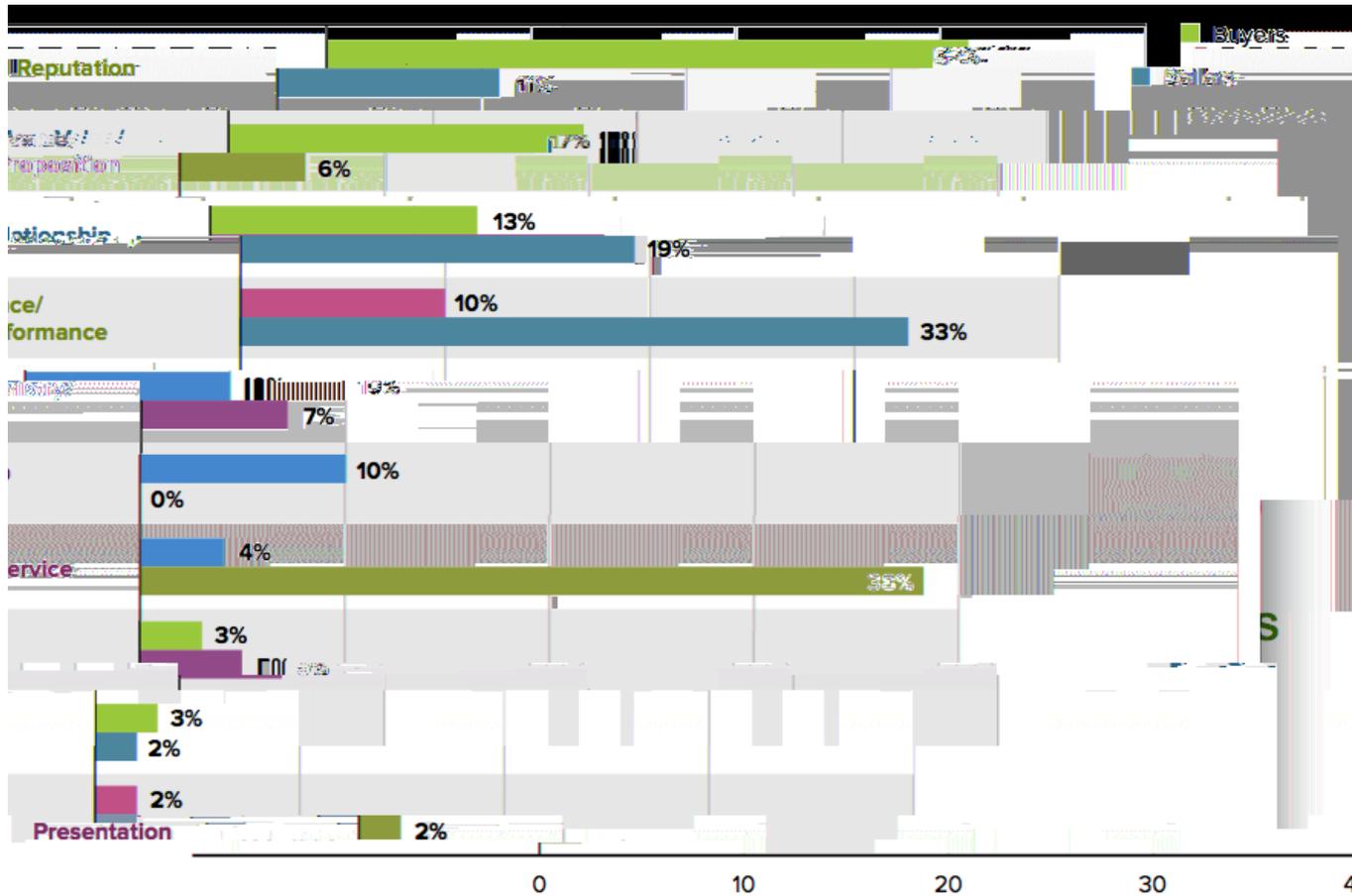
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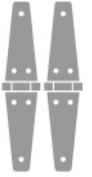
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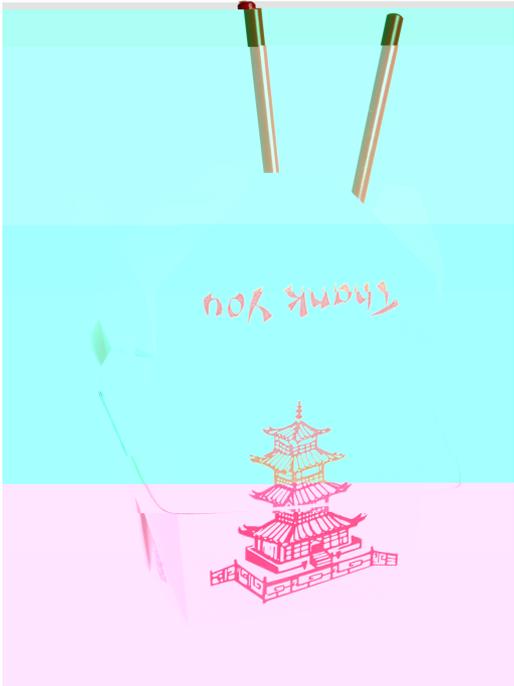
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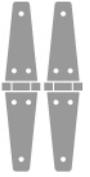
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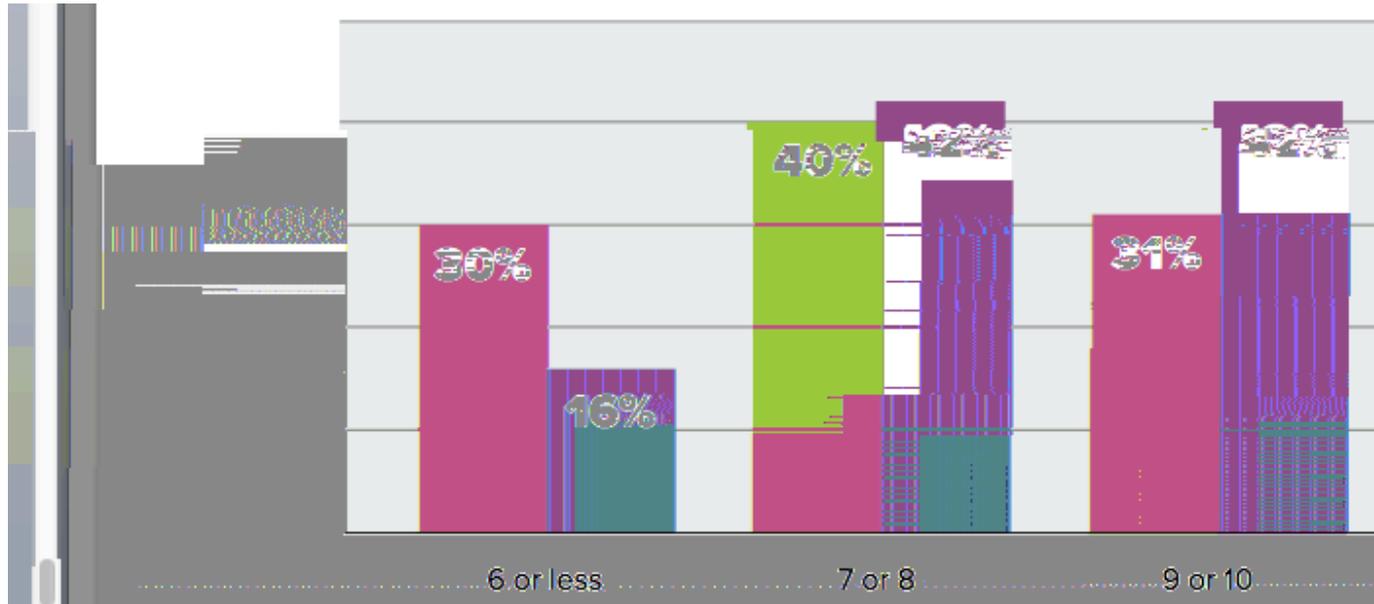
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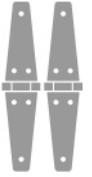
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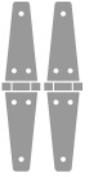


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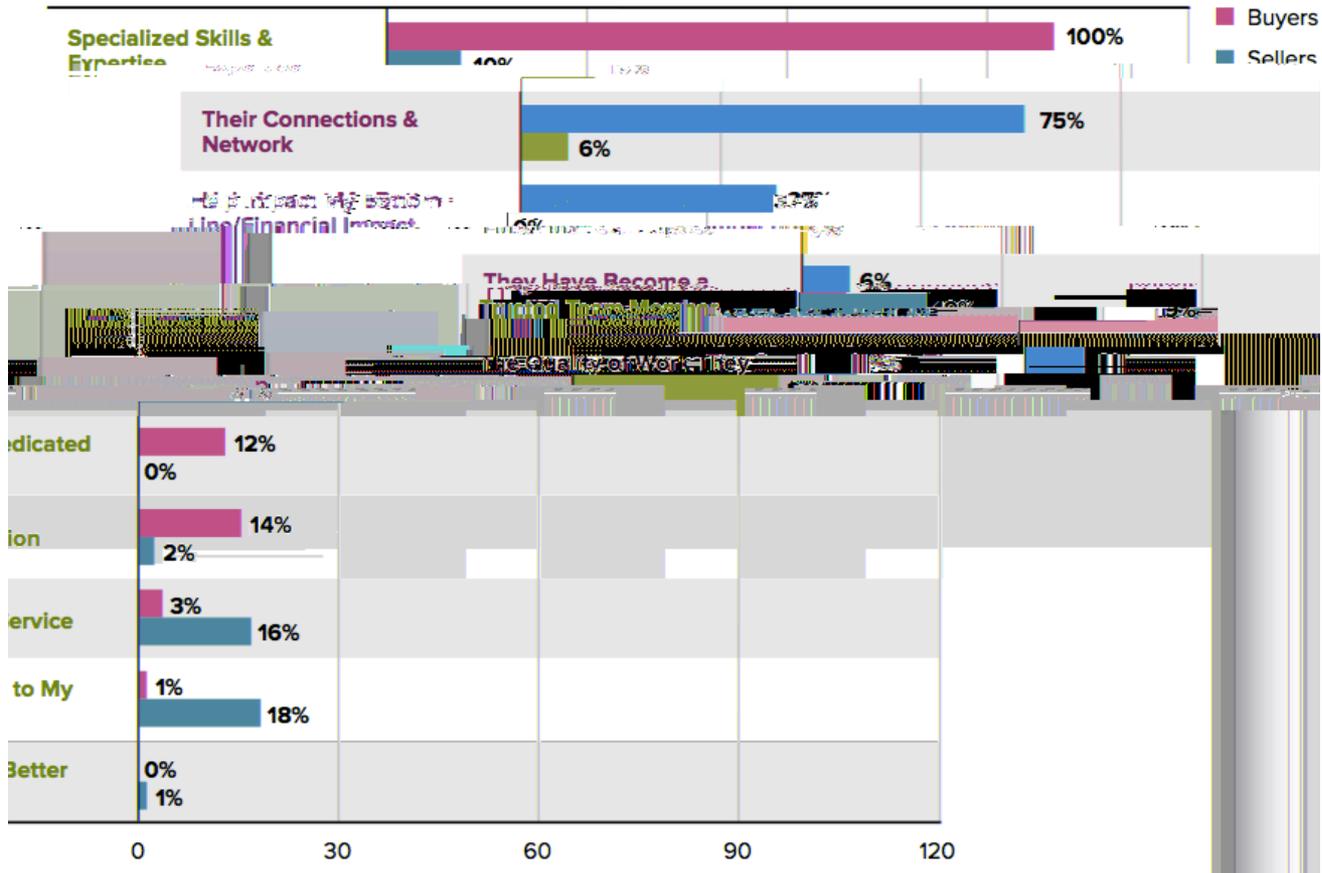


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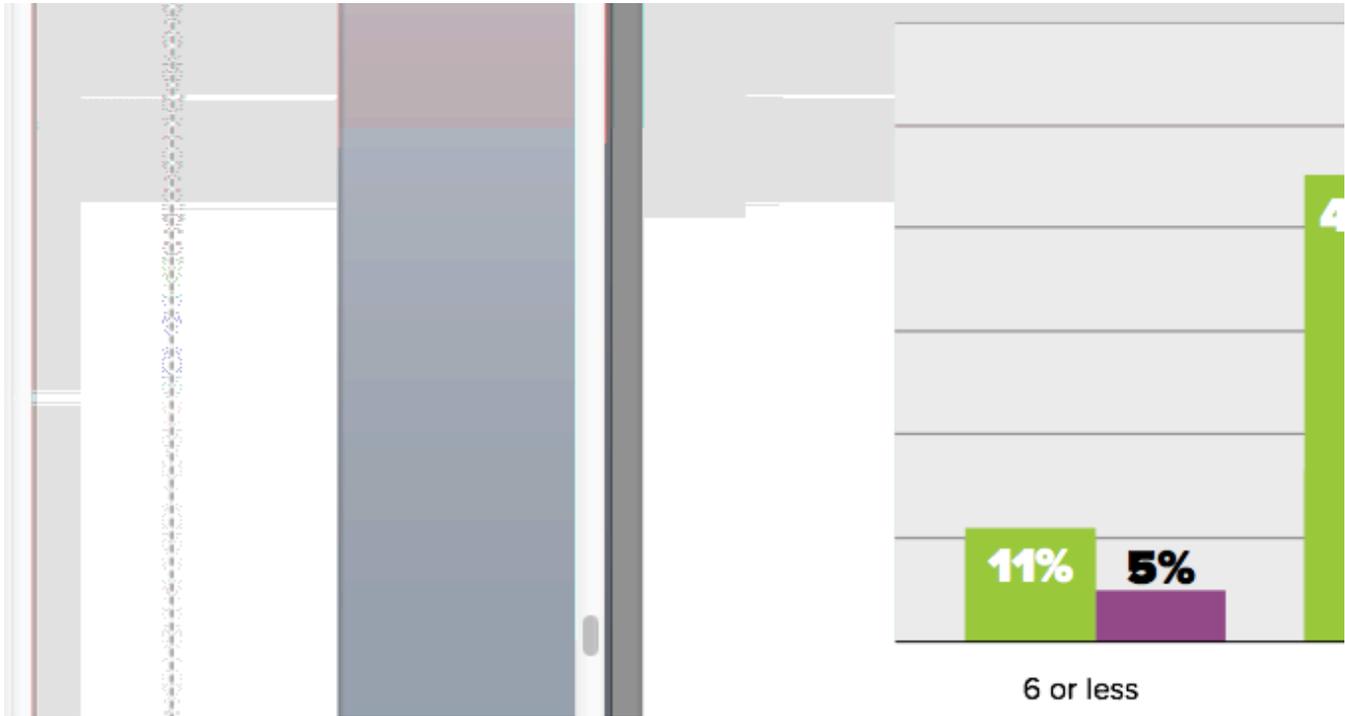
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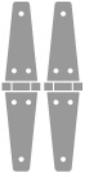
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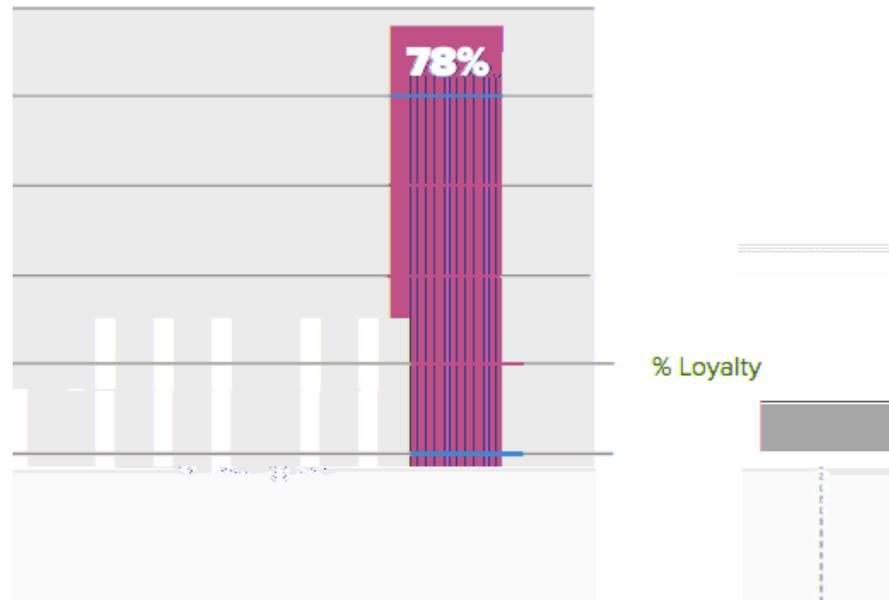
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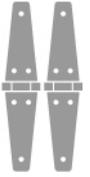


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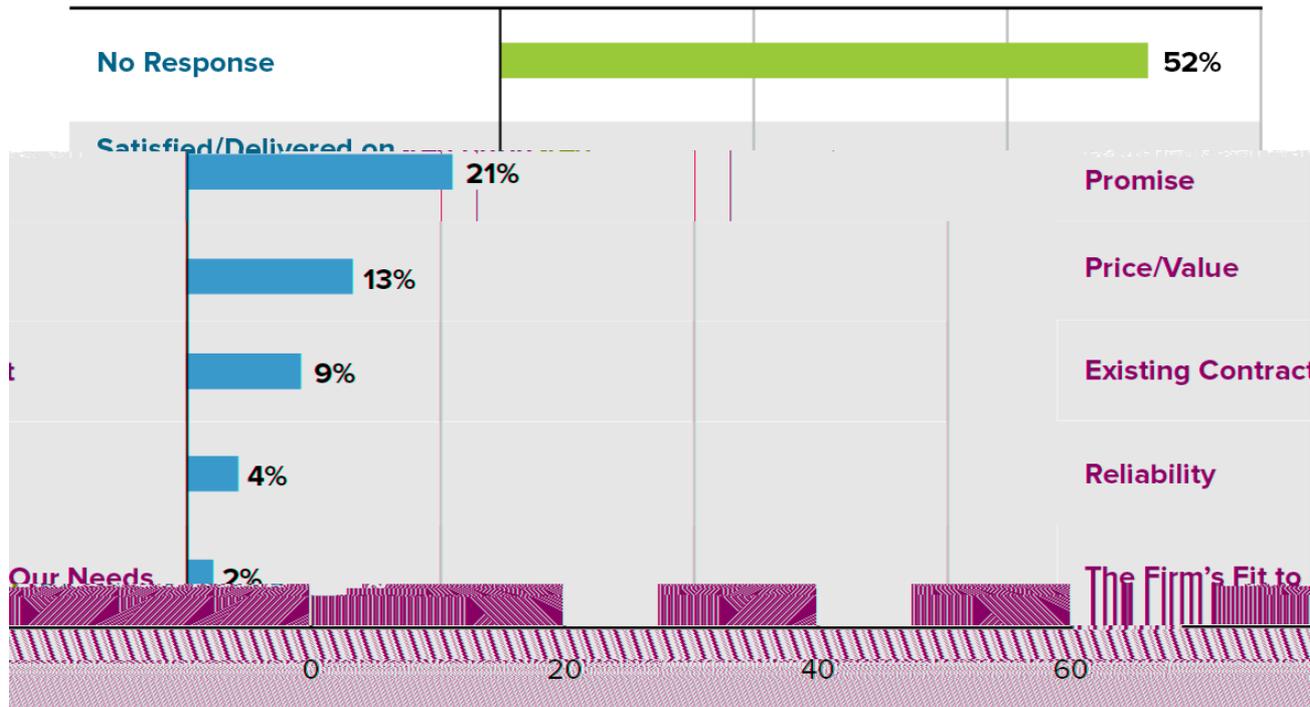


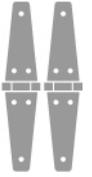


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### Factors Influencing Buyer Loyalty

Buyers



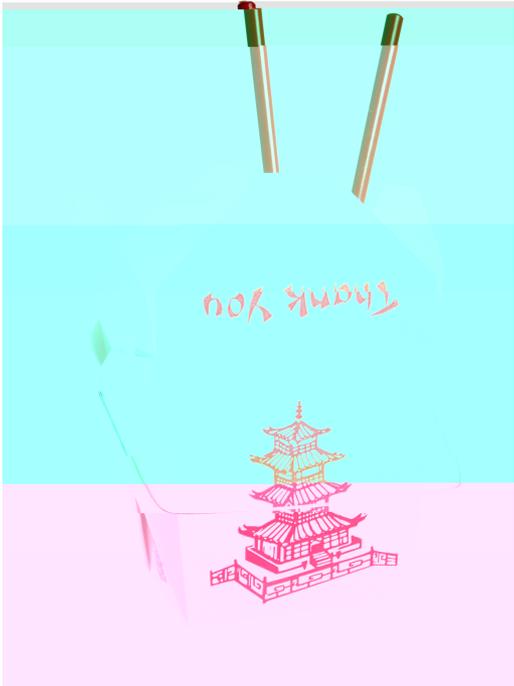


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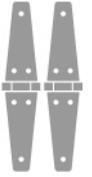
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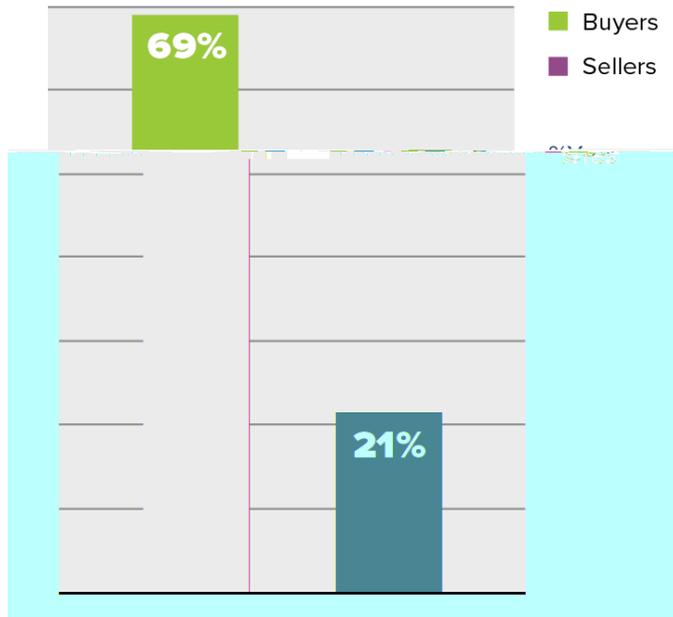
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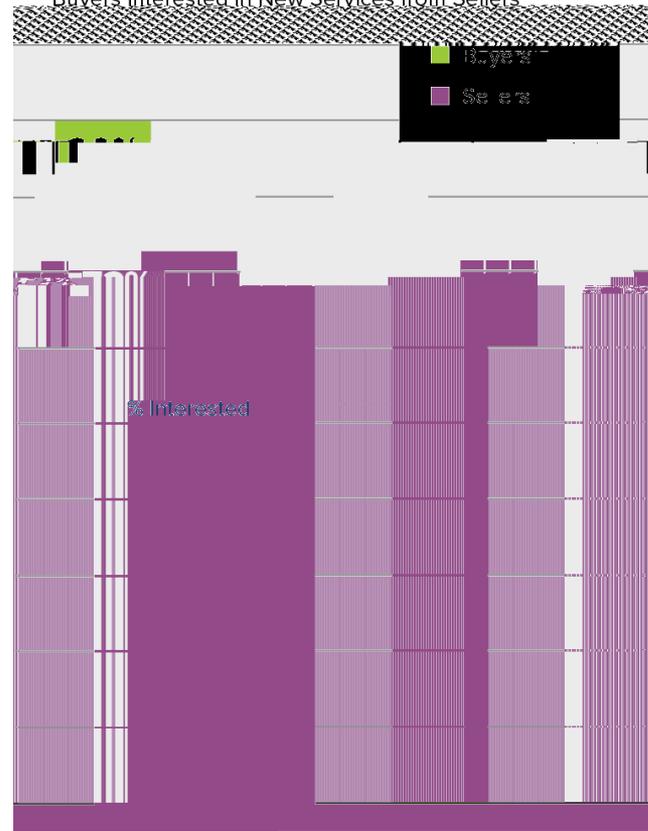
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Are Buyers Aware of the Services Sellers Offer?

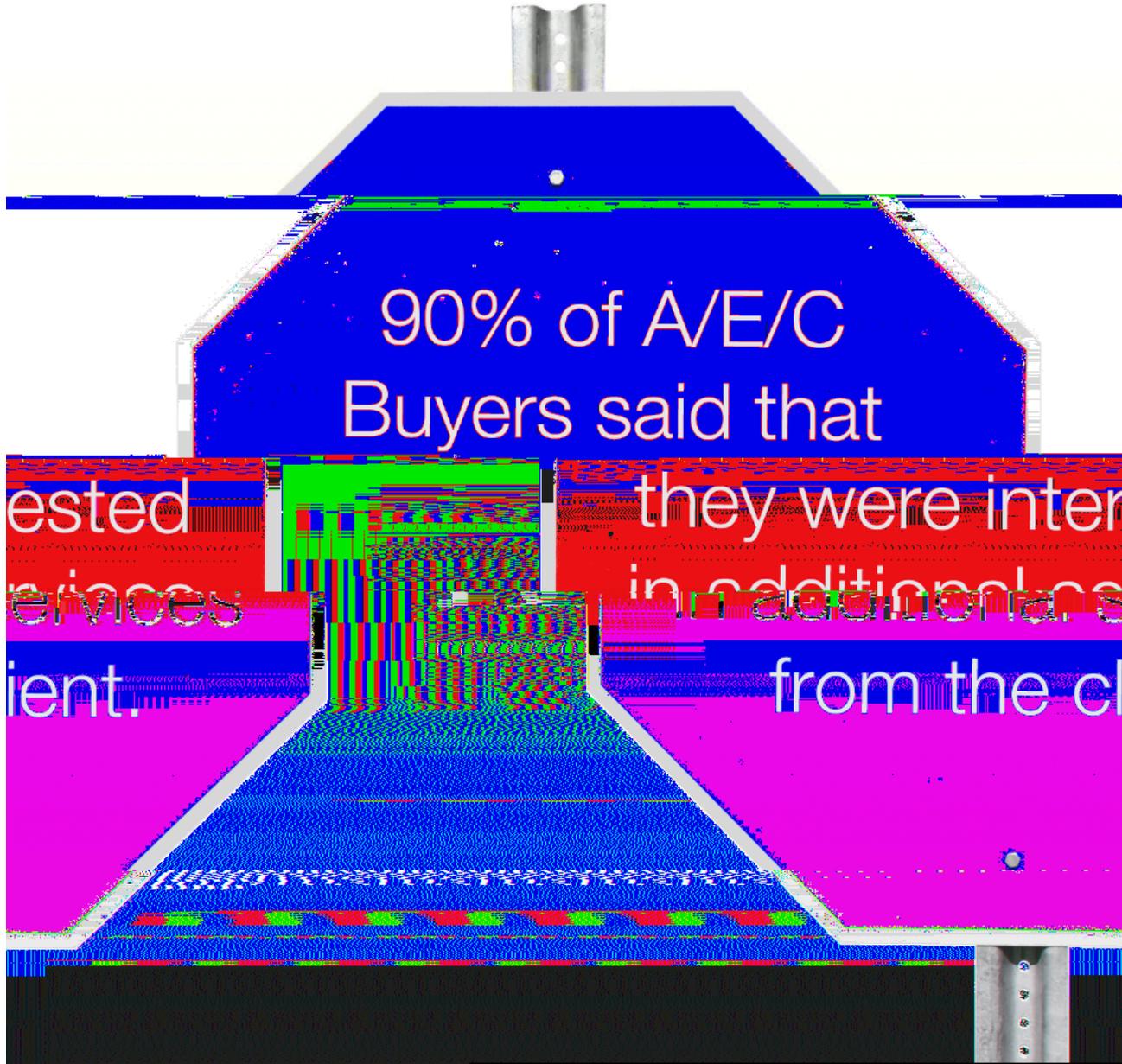


Buyers Interested in New Services from Sellers





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90% of A/E/C  
Buyers said that

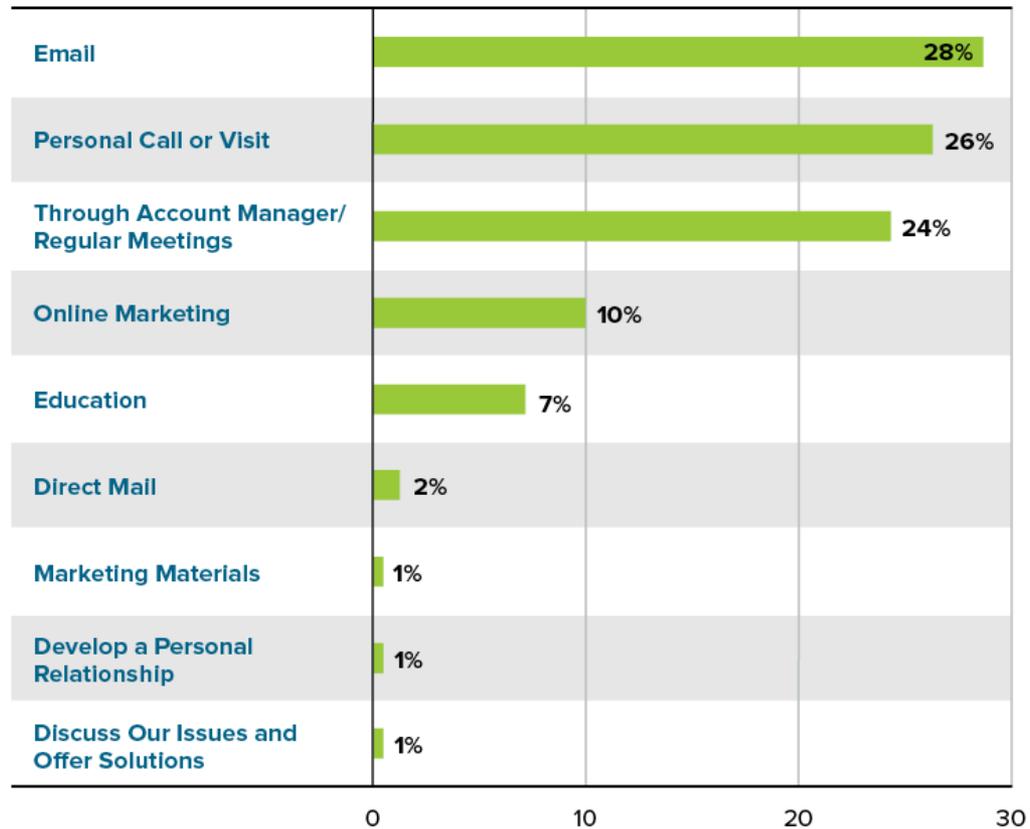
interested  
services  
client.

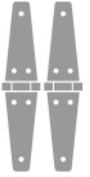
they were inter  
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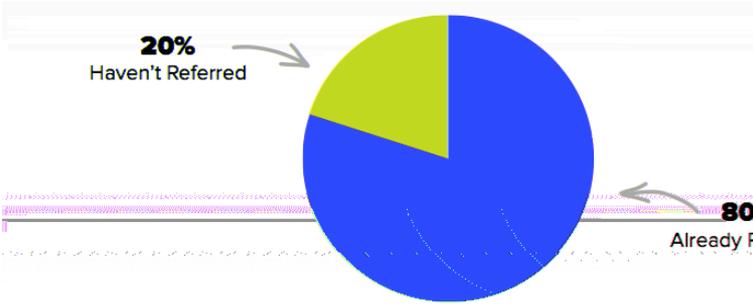
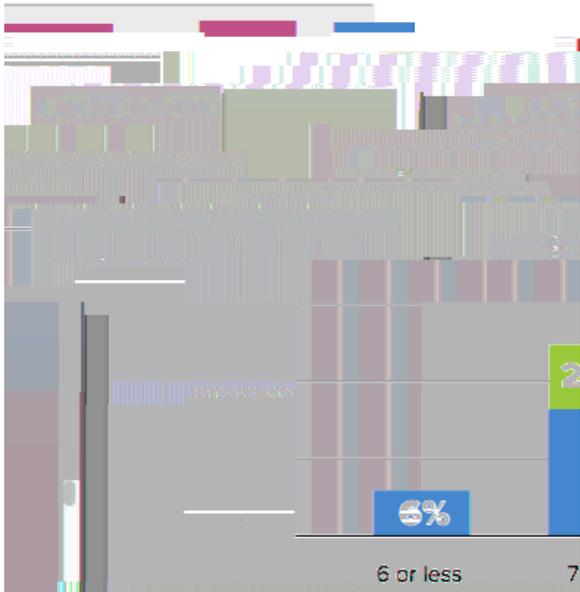
Best Way to Offer New Services to Buyers

Buyers

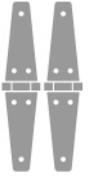




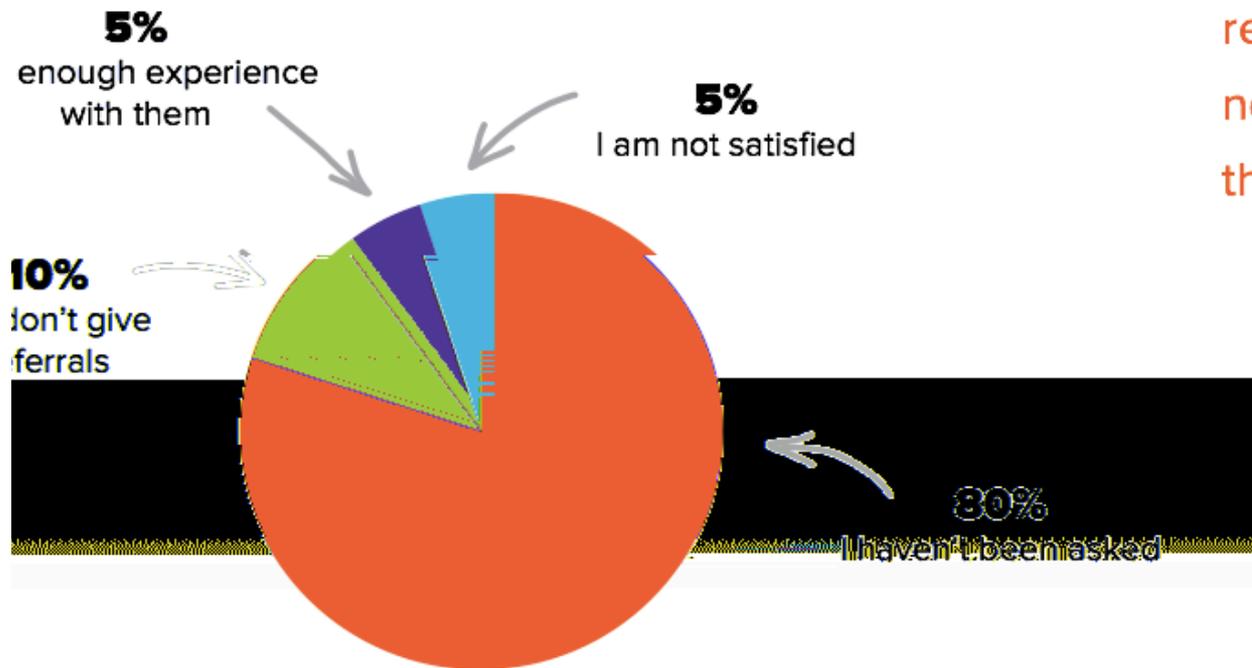
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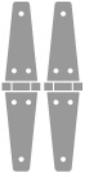
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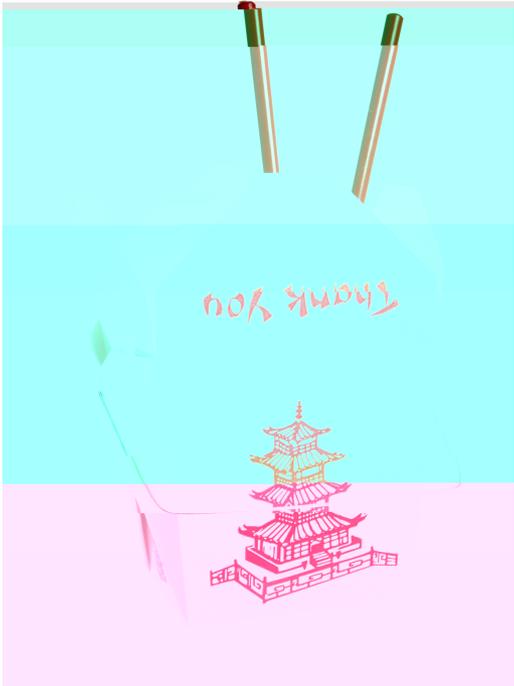
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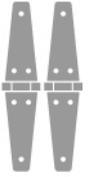
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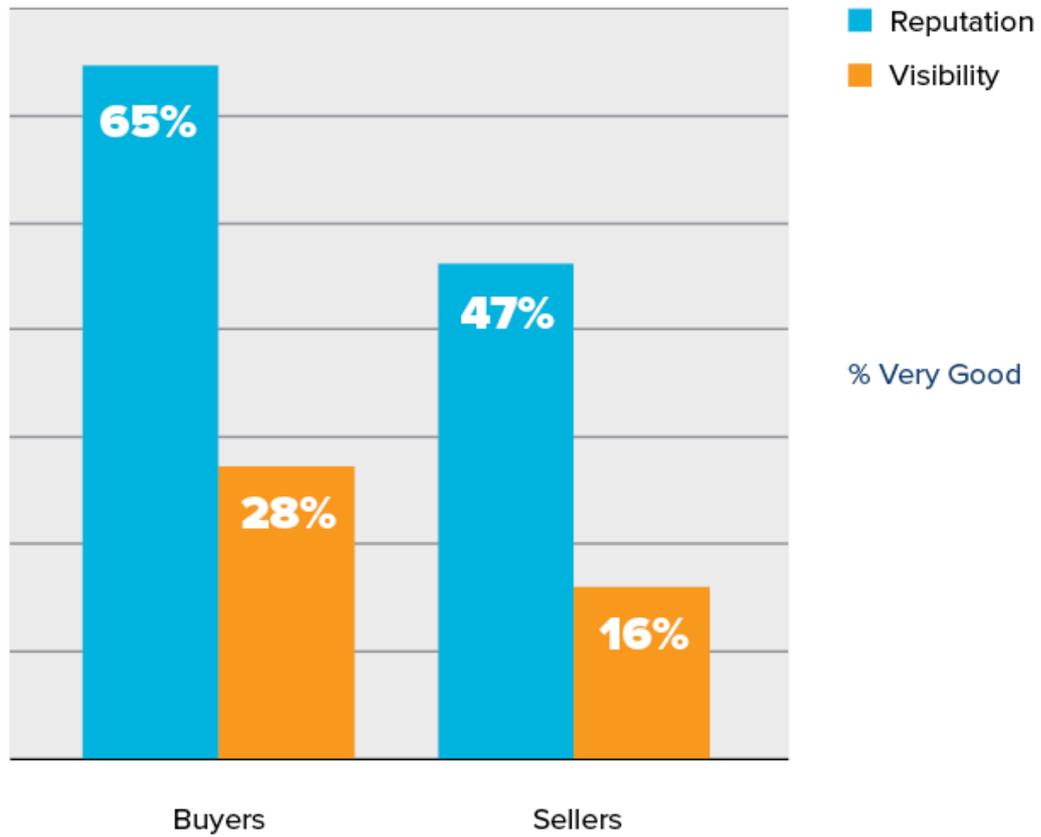
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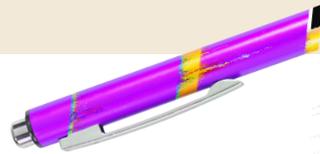
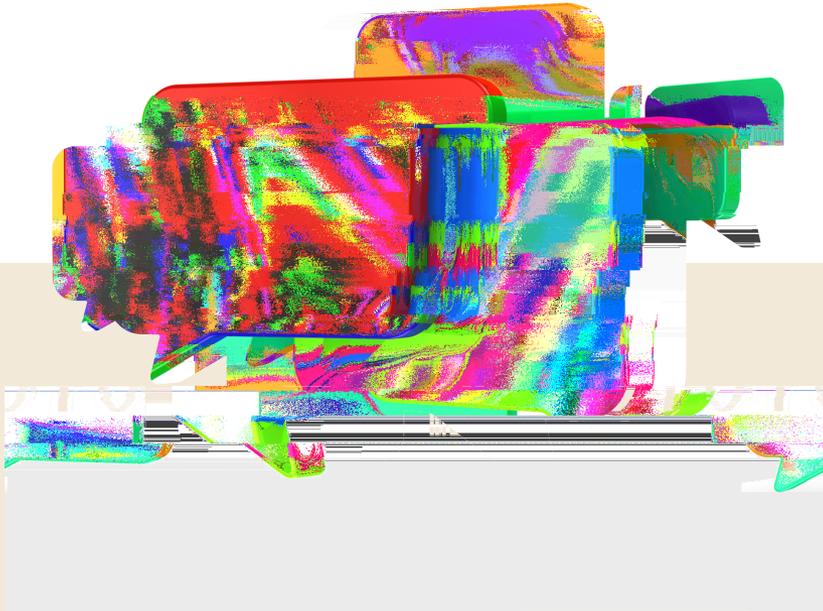


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## **Average**

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Snappy Tagline

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Ad in Trade Pub

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Logo/Brochure Refresh

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## **Better**

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Issue Specific Article

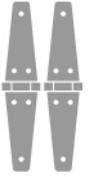
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Presentation on Relevant Issue

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Ongoing Training of Technical Professionals — value selling

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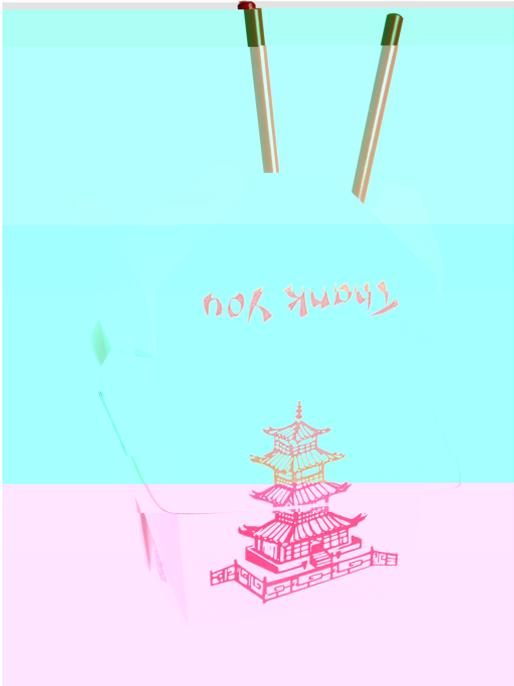


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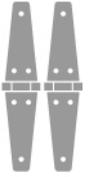
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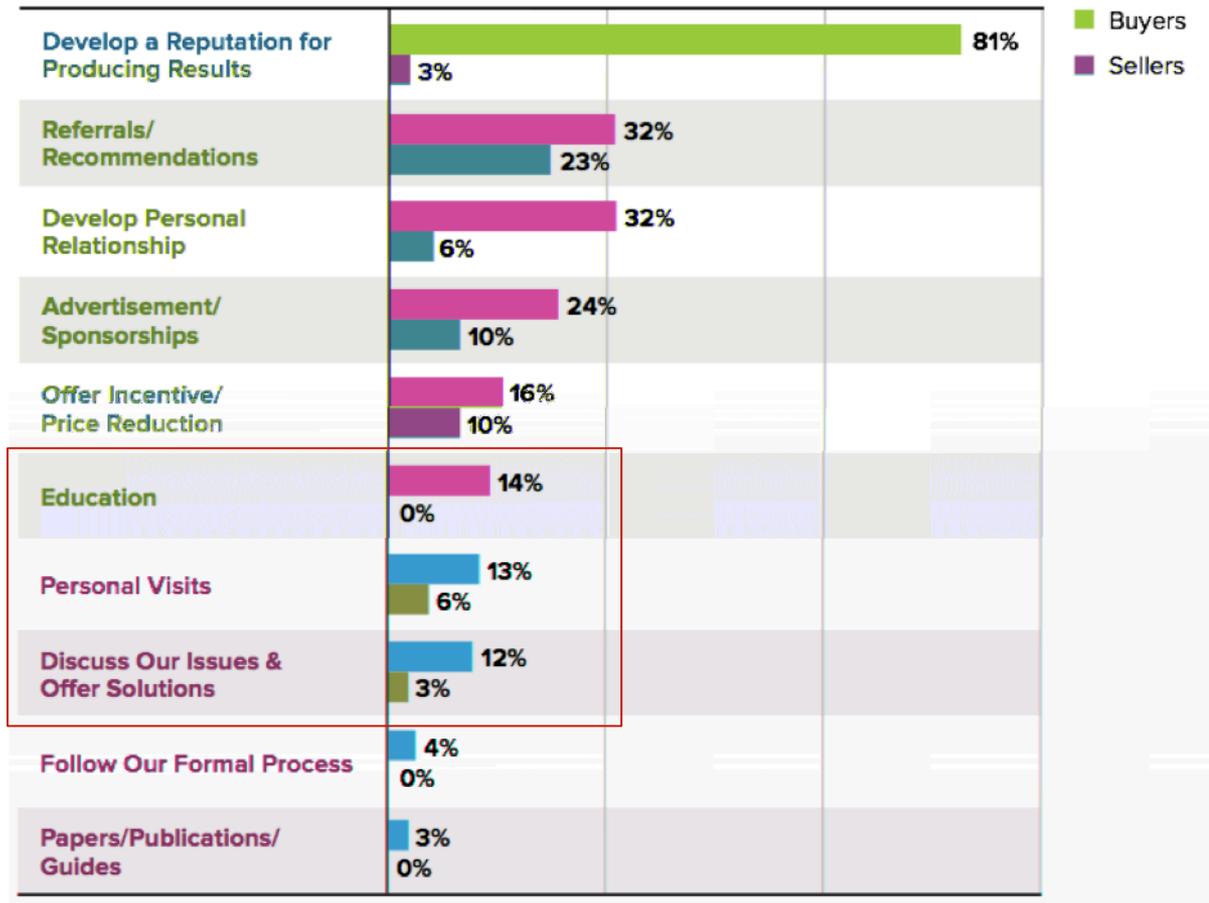
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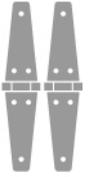
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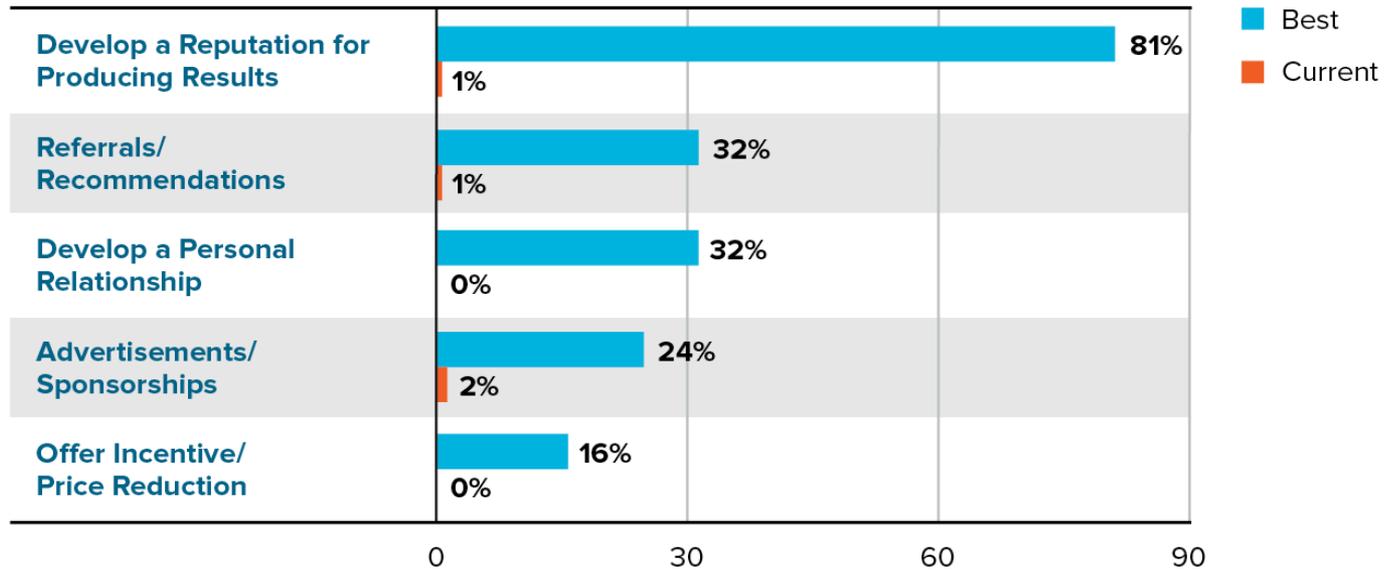
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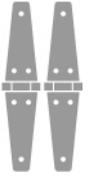


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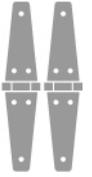


### Best Marketing

Develop a Reputation for Producing Results	<b>81%</b>
Referrals/Recommendations	<b>32%</b>
Develop a Personal Relationship	<b>32%</b>
Advertisements/Sponsorships	<b>24%</b>
Offer Incentive/Price Reduction	<b>16%</b>

### Current Marketing

Trade Show Exhibiting	<b>38%</b>
Cold Calls	<b>25%</b>
Personal Visits	<b>15%</b>
Direct Mail	<b>5%</b>
Networking at Events	<b>5%</b>

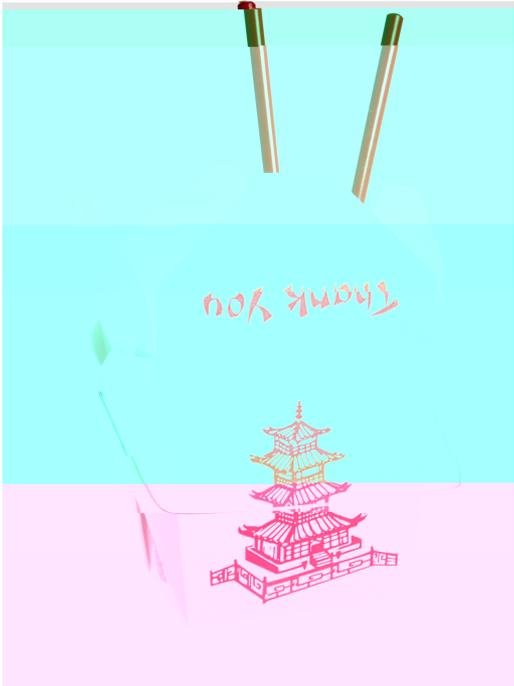


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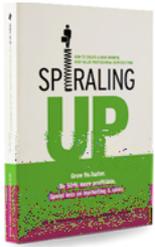
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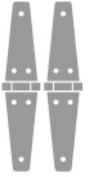


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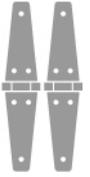
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**Hinge**

