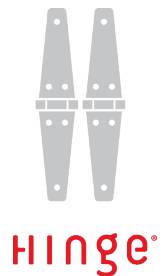


Stop Selling: How to Give Today's Buyers What They (Really) Want

Presented by: Lee Frederiksen & Ago Cluytens



Chat Live on Twitter!



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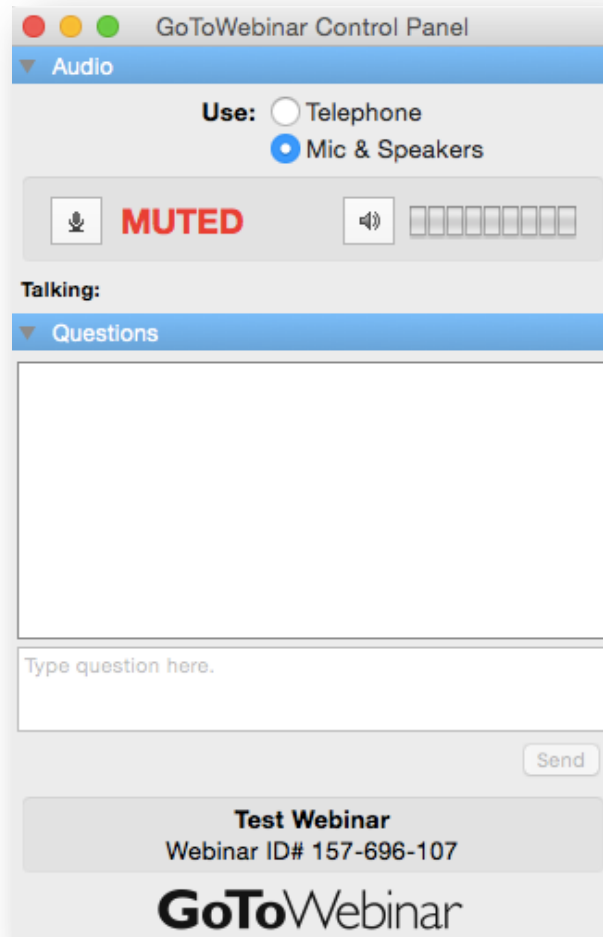
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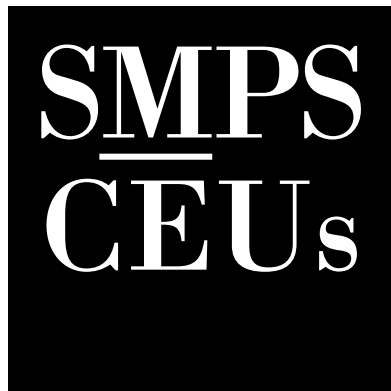
#StopSelling

Chat Us Questions in GoToWebinar



SMPS CEUs

Hinge is an SMPS Approved Provider of continuing education units (CEUs)!



Steps:

1. Attend the webinar
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Today's Presenters



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Agenda

- Research background
- How B2B buying has changed
- 5 things your B2B buyer wants you to stop doing
- How to build your reputation as a Visible ExpertSM
- Wrap-up and questions



Hinge Research Background



8
Years

12
Studies

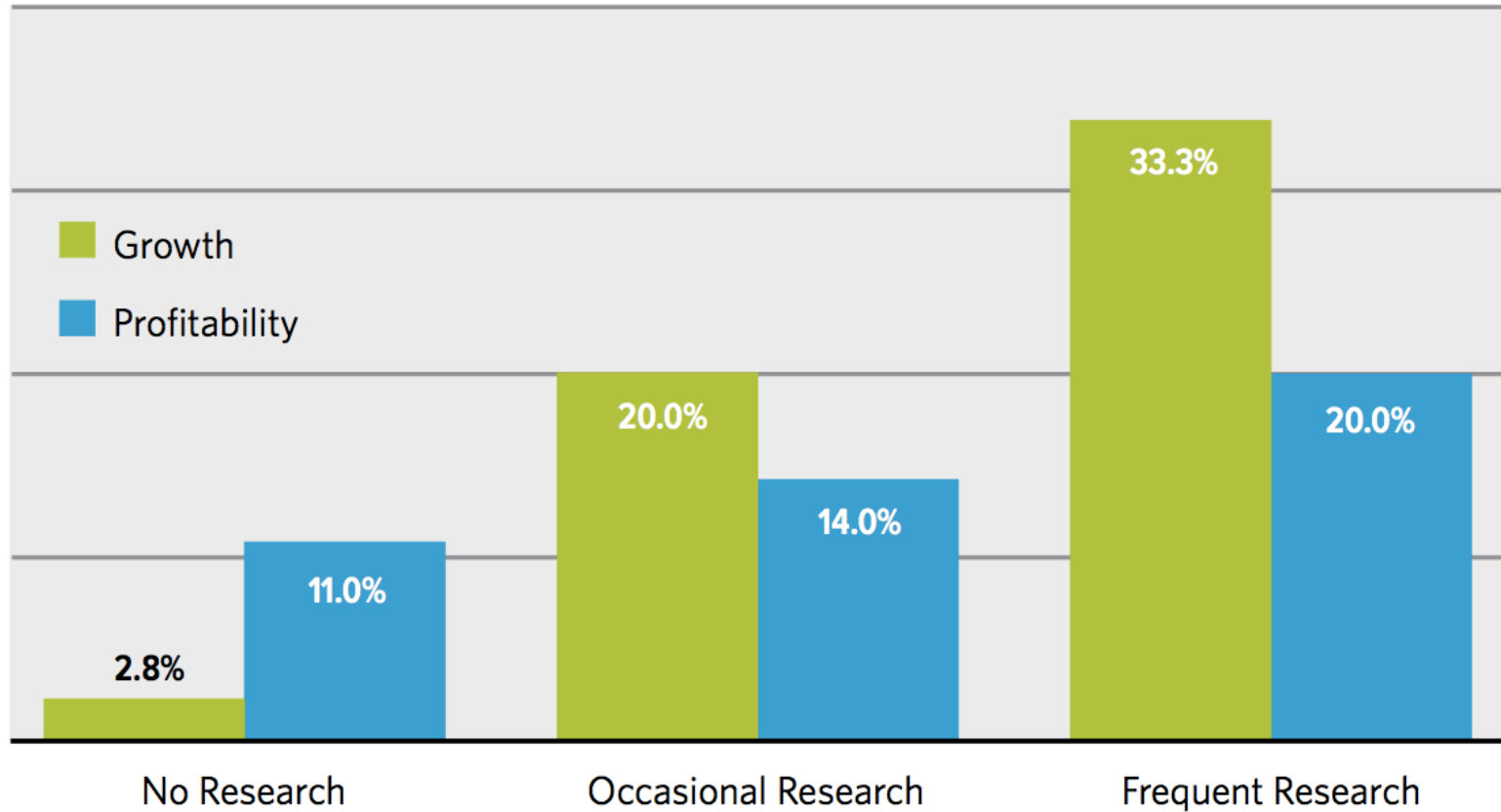
8500+
Firms

Hinge®

#StopSelling

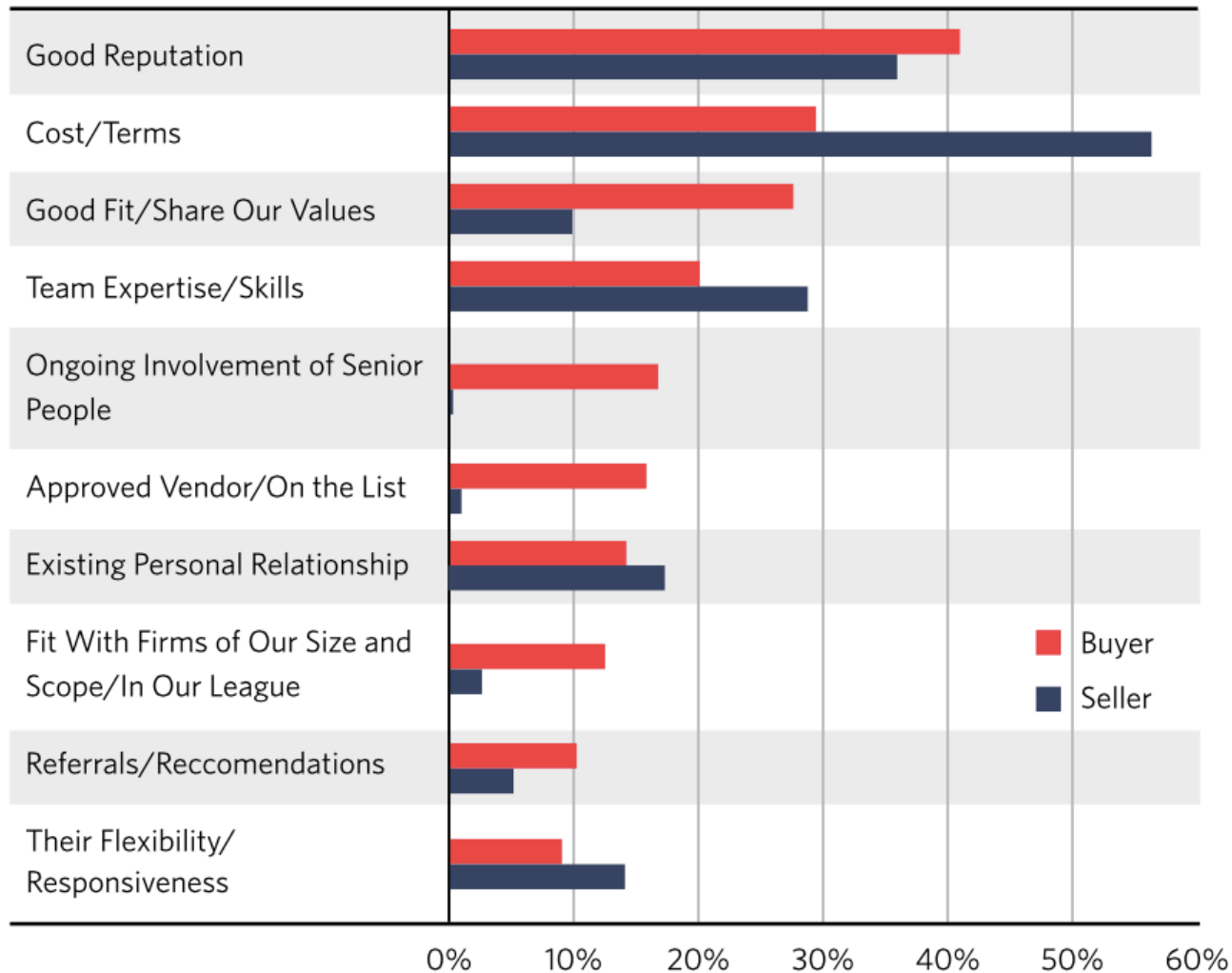
BLIND SPOT

Impact of Research on Growth & Profitability

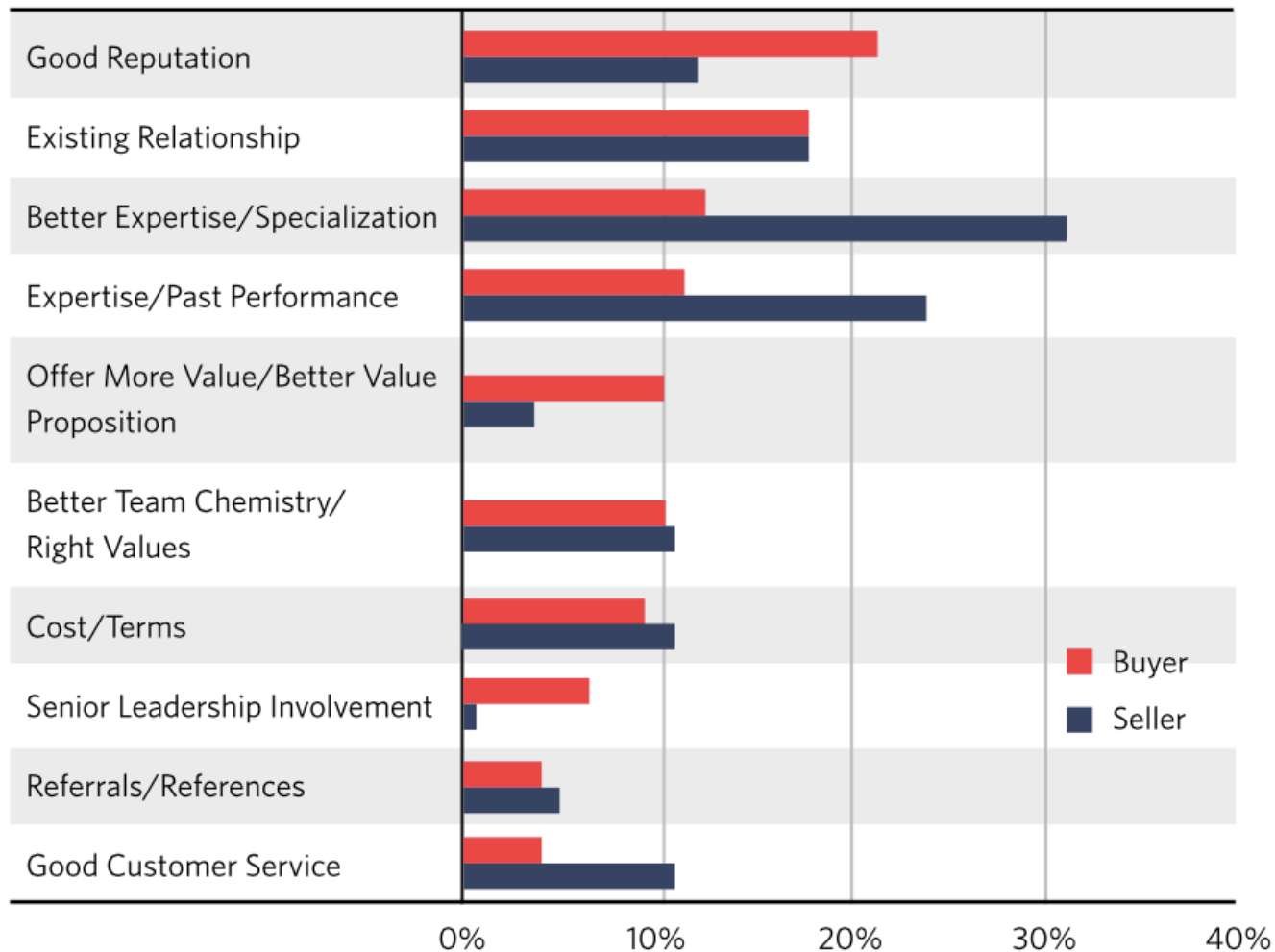


Research reduces risk.

Top Selection Criteria



What Tips the Scale?



A Strong Brand Makes Closing Sales Much Easier

Brand = Reputation x Visibility

A photograph of several men in business suits sitting in an audience, looking towards the left. The image has a strong blue/cyan color cast. A semi-transparent grey banner is overlaid across the middle of the image, containing the main text.

B2B BUYING

HAS CHANGED A LOT IN RECENT YEARS.

A close-up photograph of a hand squeezing a blue, gel-like substance. Several droplets of the blue liquid are falling from the hand and the substance. A dark grey horizontal banner is superimposed over the middle of the image, containing the title text in white.

THE RISE

OF THE PROCUREMENT FUNCTION.



Collaboration

COLLABORATION
IS KEY TO MAKING SALES TODAY.

@gavinkeech

WHAT THE RESEARCH SAYS.

#1

EDUCATED ME
WITH NEW IDEAS
AND PERSPECTIVES

#2

COLLABORATED
WITH ME.

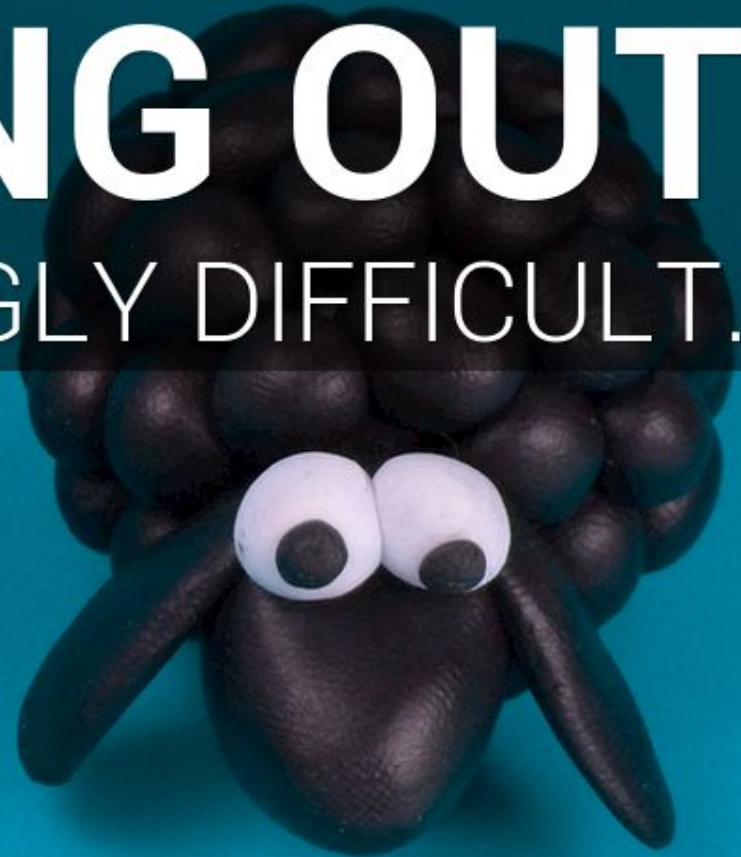


THE ROLE OF RISK

HAS INCREASED IN IMPORTANCE.

STANDING OUT

IS INCREASINGLY DIFFICULT.



SALES ITSELF



IS CHANGING EVERY DAY.

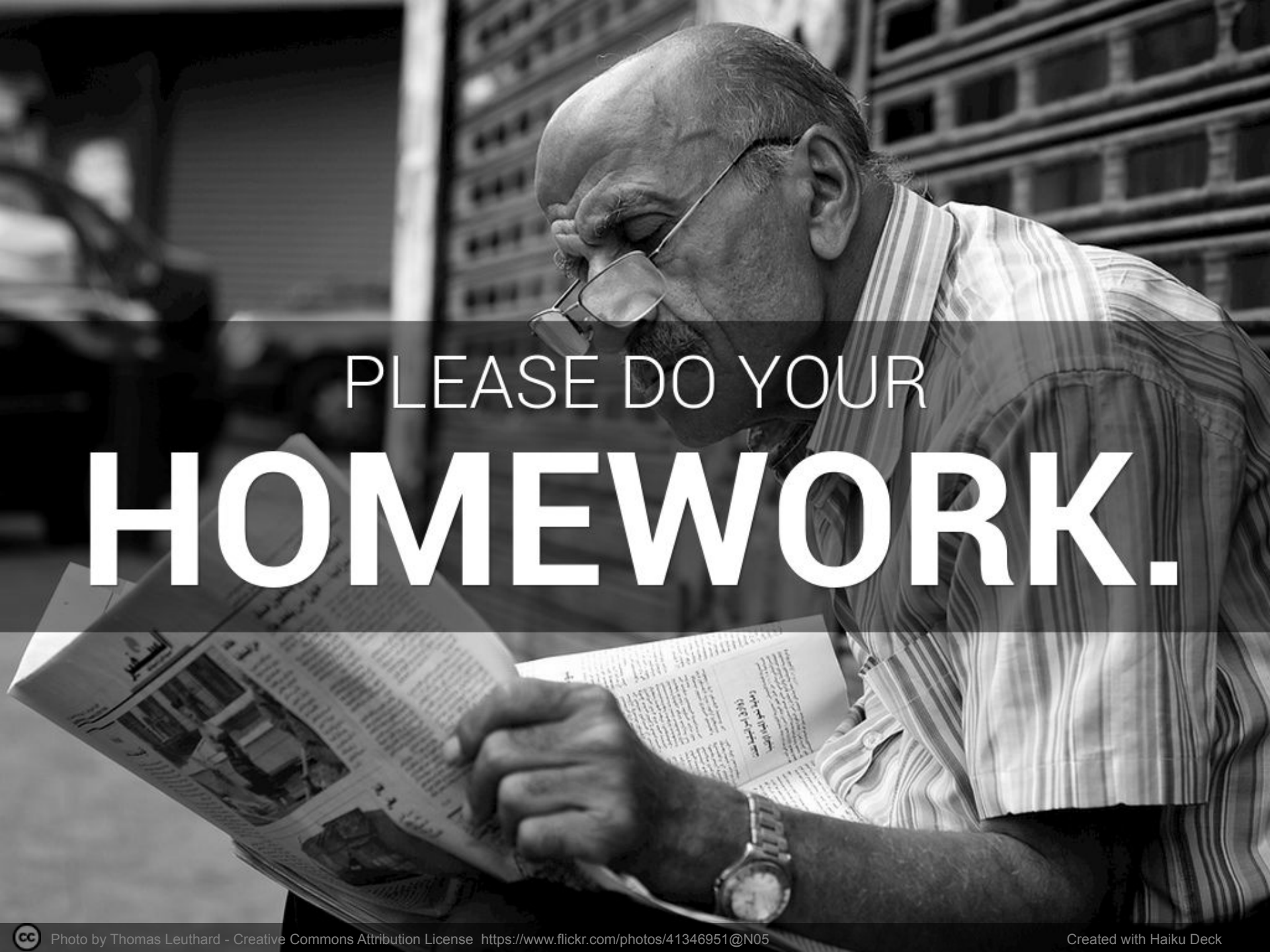


STOP

5 THINGS

YOUR B2B BUYER WANTS YOU TO STOP DOING.





PLEASE DO YOUR

HOMEWORK.

L I S T E N
TO WHAT I'M SAYING.



SHARE

INFORMATION, NEW INSIGHTS & IDEAS



DON'T PITCH ME.



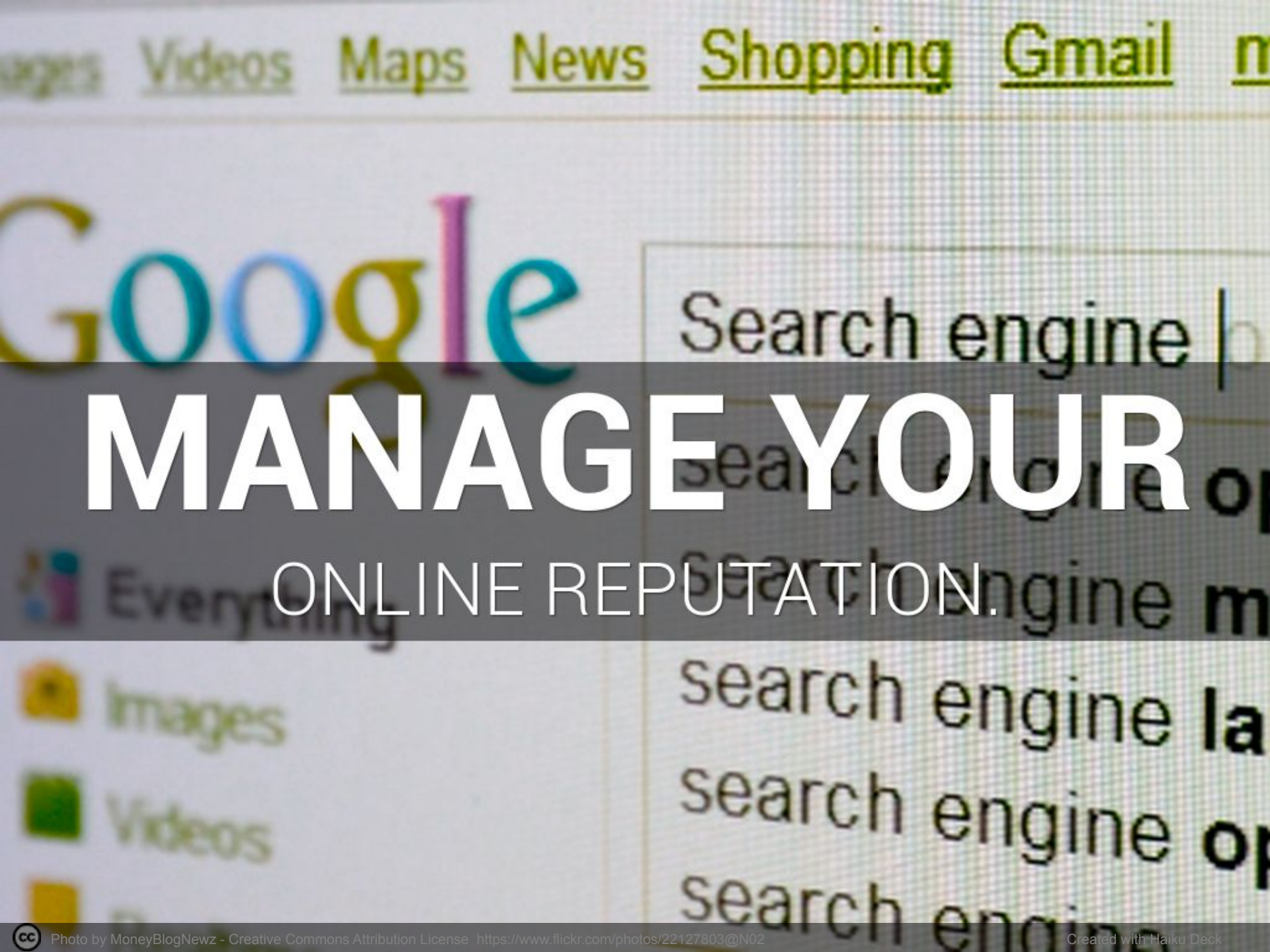
LET'S
WORK TOGETHER.

A portrait of Albert Einstein, looking slightly to the left, with his characteristic wild hair and mustache. He is wearing a light-colored sweater over a collared shirt. The background is a dark chalkboard filled with various physics-related sketches and equations. Visible elements include a clock face, a diagram of a person on a beam, the equation $E=mc^2$, and other mathematical notations like $1B$, 2 , and mc .

HOW TO BUILD YOUR REP AS A **VISIBLE EXPERT.**



GET SOCIAL.



MANAGE YOUR ONLINE REPUTATION.



PUT A STAKE

IN THE GROUND.



TELL
YOUR
PUBLISH
SOMETHING (GOOD).



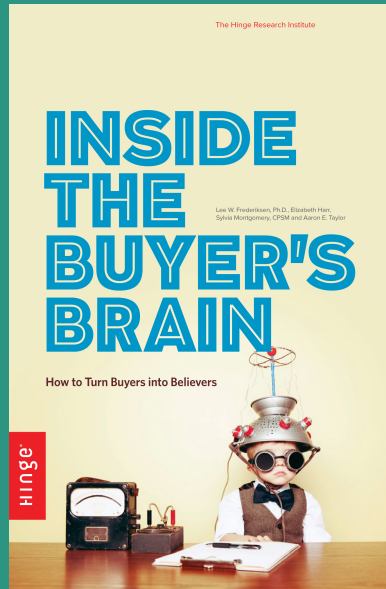
GET OUT

THERE AND BE SEEN.

Free Resources from Hinge



The Visible ExpertSM



Inside the Buyer's Brain



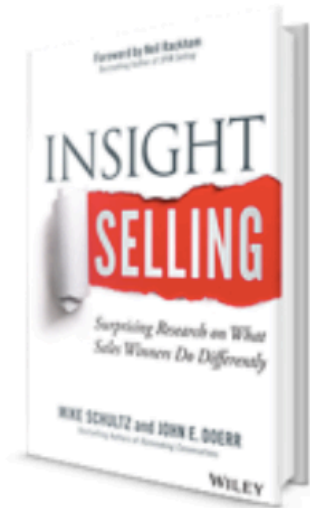
Rethinking Referral Marketing

Available at: www.hingemarketing.com/library

Resources from RAIN Group



What Sales Winners Do Differently



Insight Selling



Your Guide to Insight Selling Success

Available at: www.raingroup.com/sales-resources

Take the Next Step



Are you ready to become a Visible Firm?

Find out what it takes.

How?

Just respond to our follow-up email.

Or call us at 703.391.8870.



Join our hands-on Visible Firm workshop.

Learn how to benchmark your firm's
marketing strategy against your competitors.

Thursday, July 9 at 1:00pm EST

How?

Pre-register at:

www.hingemarketing.com/onlineworkshop

Thank you! Questions?

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