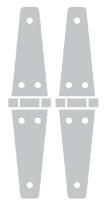




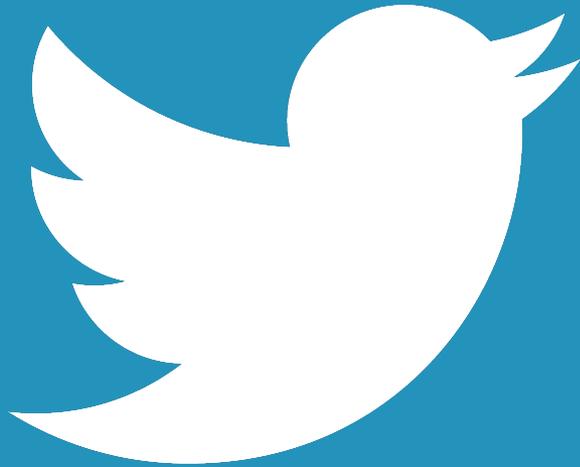
Stop Selling: How to Give Today's Buyers What They (Really) Want

Presented by: Lee Frederiksen & Ago Cluytens



Hinge®

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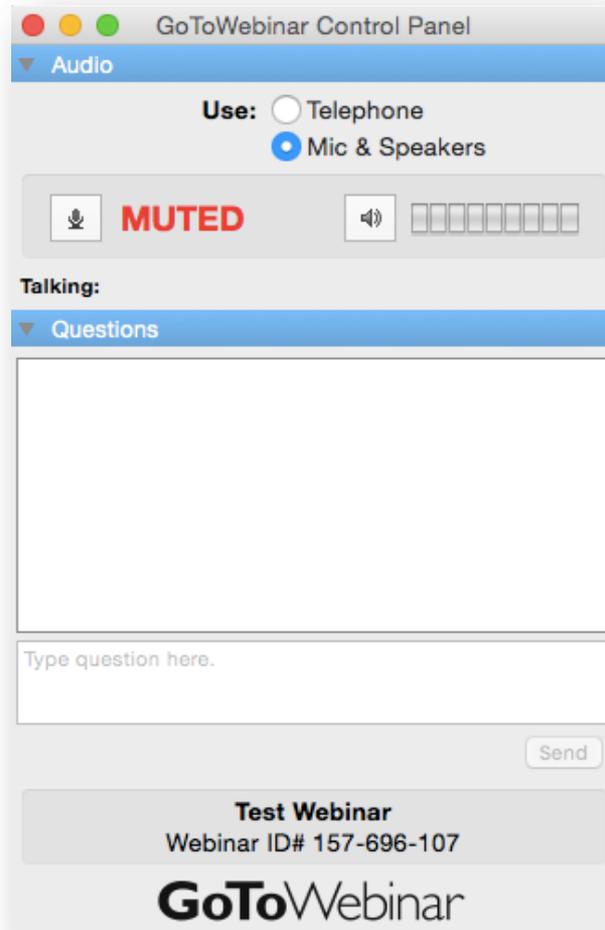
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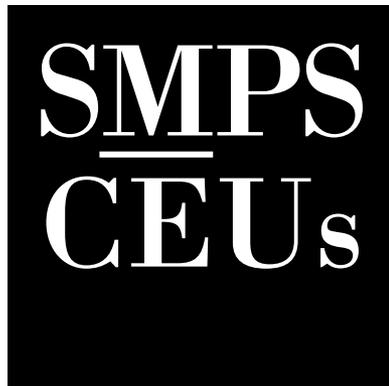
#StopSelling

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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



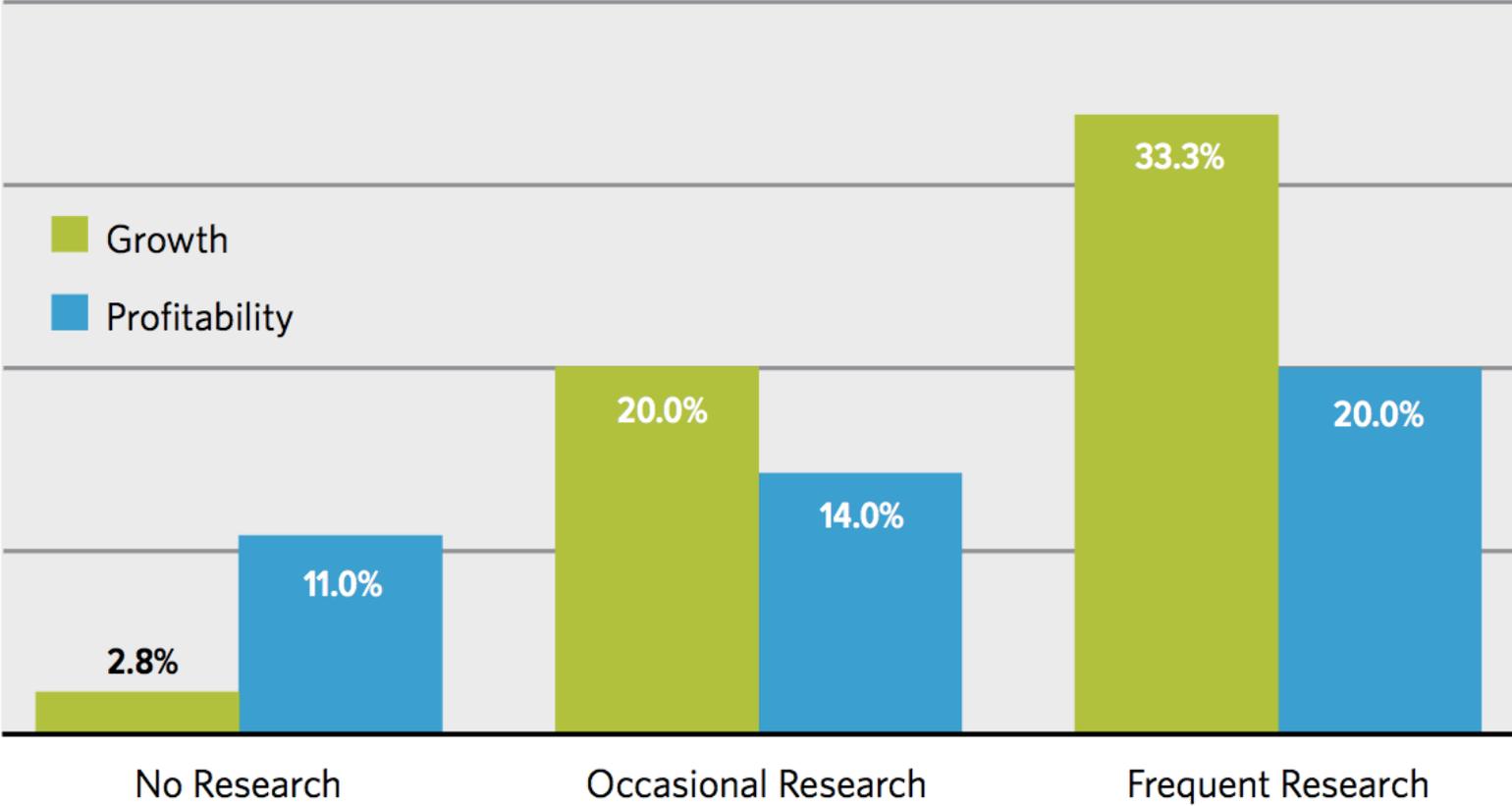
8
Years

12
Studies

8500+
Firms

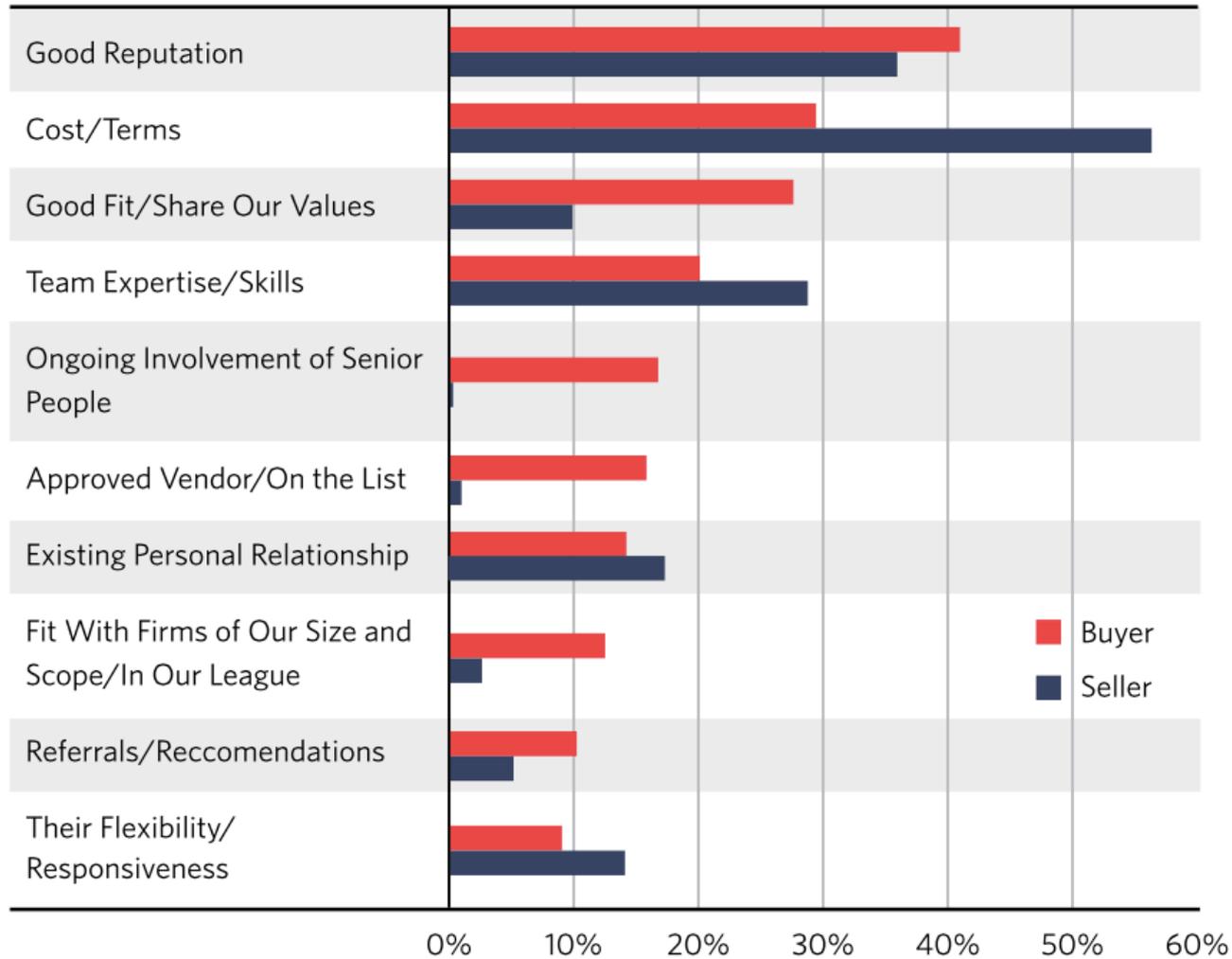
BLIND SPOT

Impact of Research on Growth & Profitability

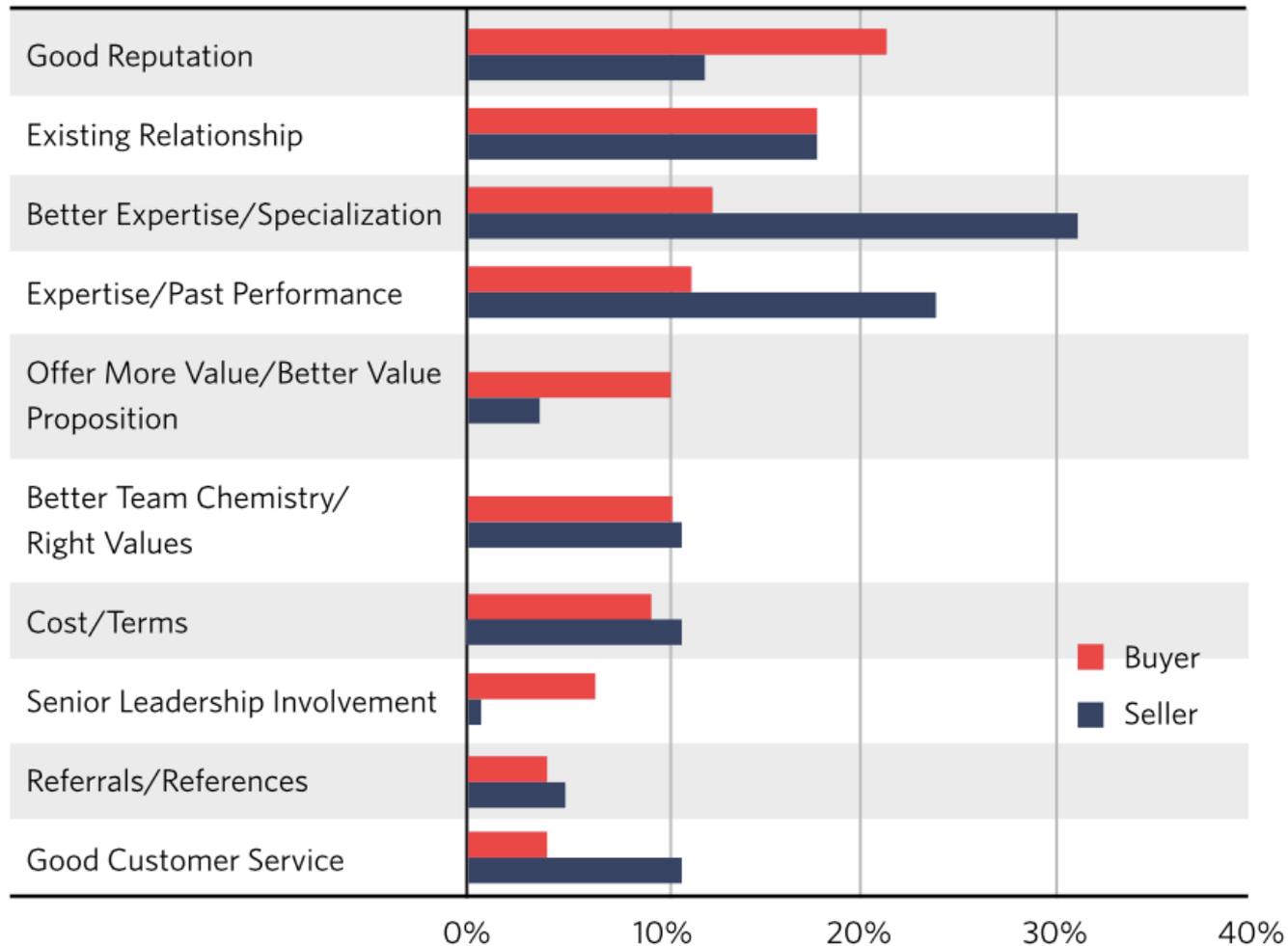


Research reduces risk.

Top Selection Criteria



What Tips the Scale?



A Strong Brand Makes Closing Sales Much Easier

Brand = Reputation x Visibility



B2B BUYING

HAS CHANGED A LOT IN RECENT YEARS.



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

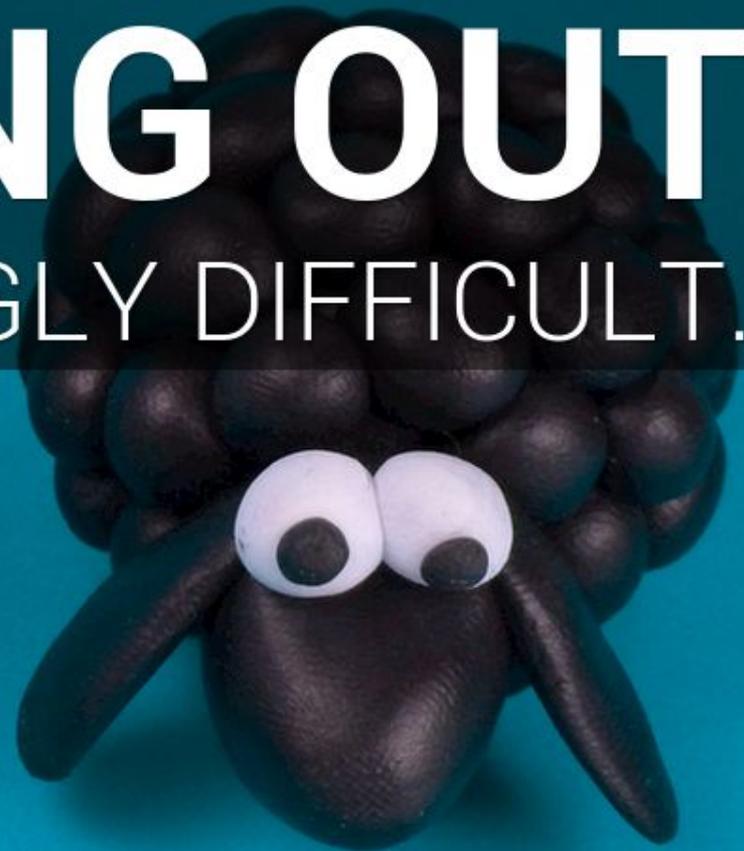
COLLABORATED
WITH ME.



THE ROLE OF RISK
HAS INCREASED IN IMPORTANCE.

STANDING OUT

IS INCREASINGLY DIFFICULT.



SALES ITSELF

A close-up photograph of several typewriter keys. The keys are arranged in a row. From left to right, the visible keys are: a teal key with the number '2', a yellow key with the words 'PAID OUT' in white, and a teal key with the words 'NO SALE' in black. The keys are set against a dark, blurred background of the typewriter's mechanism.

IS CHANGING EVERY DAY.

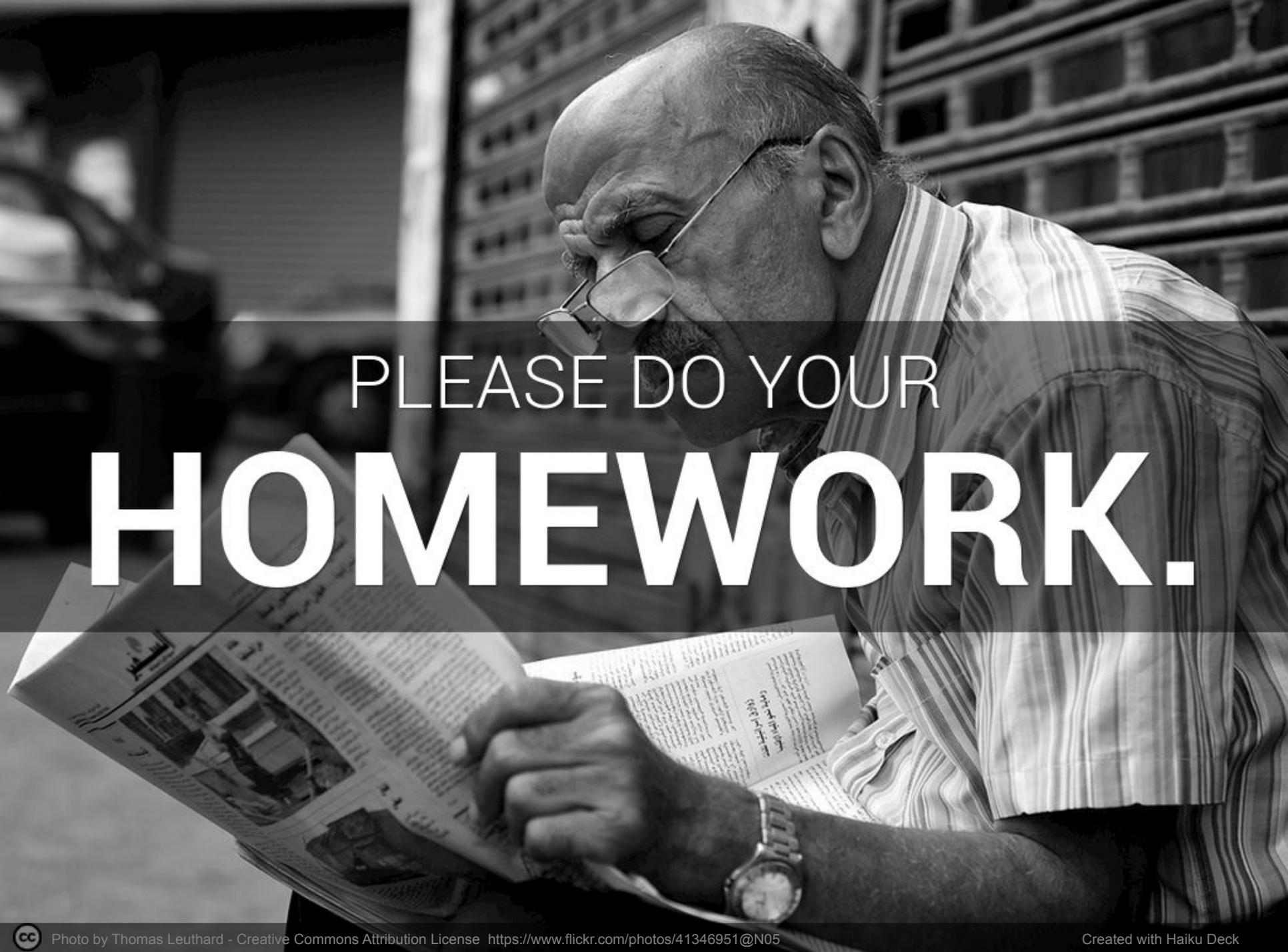




5 THINGS

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 with his characteristic wild hair and mustache, looking slightly to the left. The background is a chalkboard filled with various physics diagrams and equations, including a balance scale, a clock, and the equation $E=mc^2$. The text is overlaid on a dark horizontal band across the middle of the image.

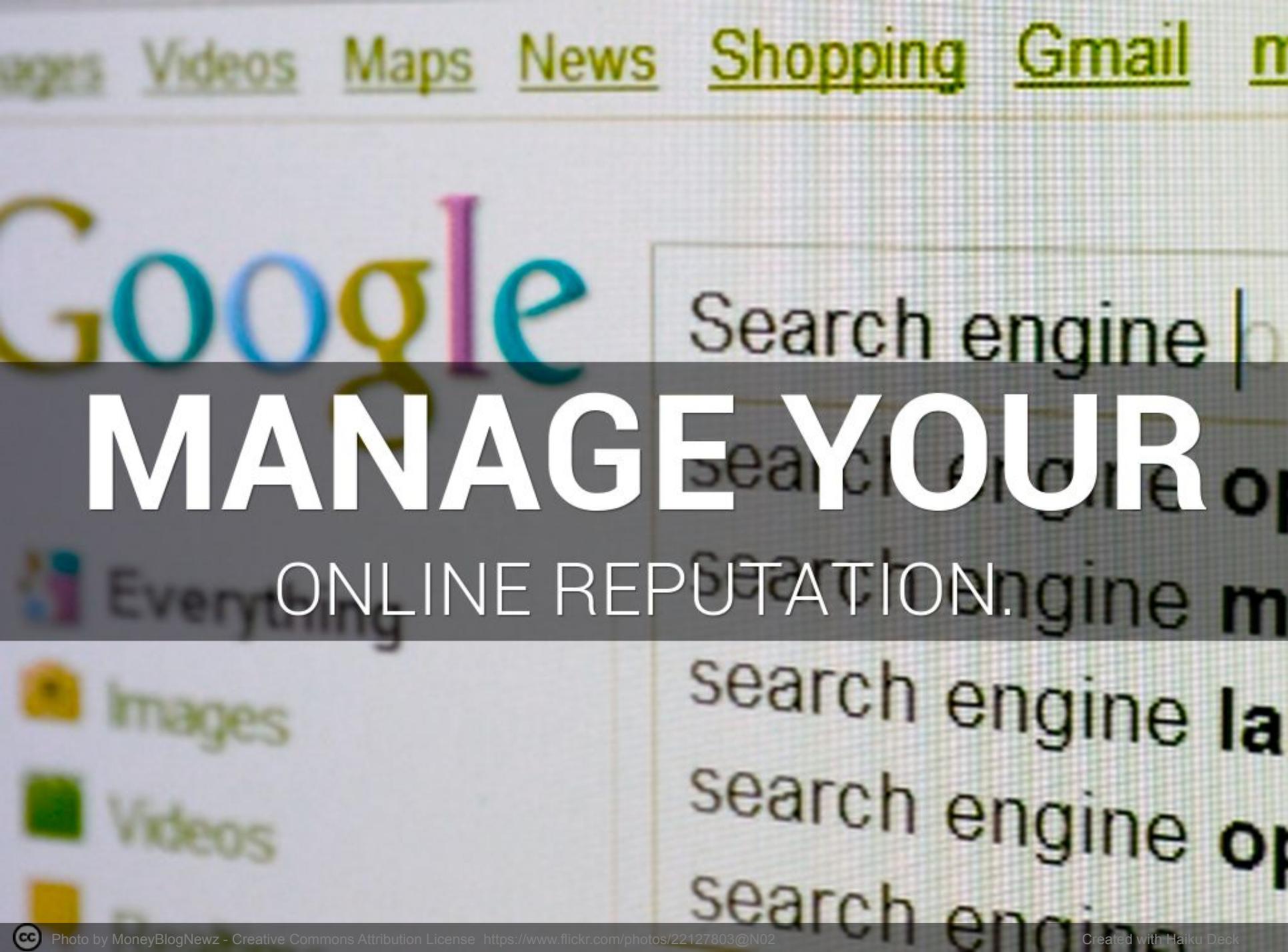
HOW TO BUILD YOUR REP AS A **VISIBLE EXPERT.**





GET SOCIAL.





MANAGE YOUR

ONLINE REPUTATION.

A painting depicting a construction site. In the foreground, a man wearing a wide-brimmed hat, a dark shirt, and light-colored pants stands with a shovel in his right hand. He has a tool belt with a hammer. In the background, two other workers are visible: one holding a shovel and another carrying a wheelbarrow. The scene is set in a rugged, rocky landscape with sparse vegetation. The overall style is that of a classic oil painting.

PUT A STAKE

IN THE GROUND.



TELL
YOUR
PUBLISH
SOMETHING (GOOD).
STORY



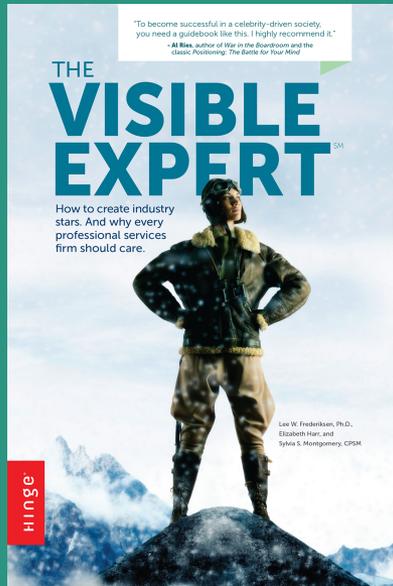
POWER

GET OUT

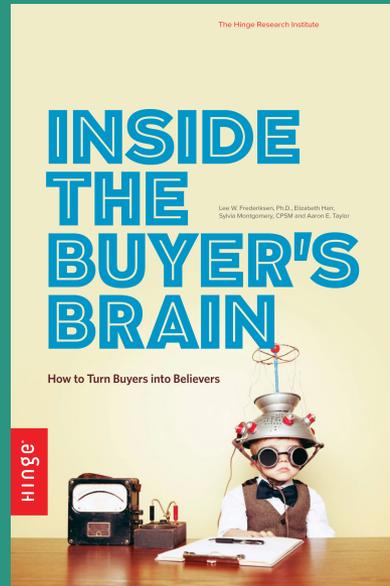
THERE AND BE SEEN.



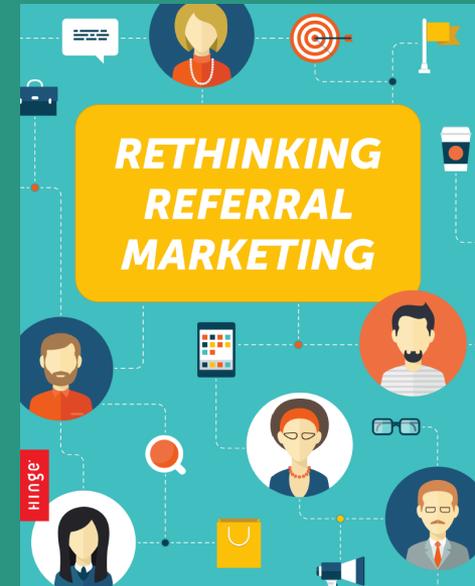
Free Resources from Hinge



The Visible ExpertSM



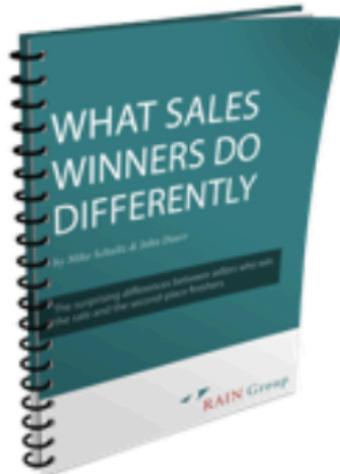
Inside the Buyer's Brain



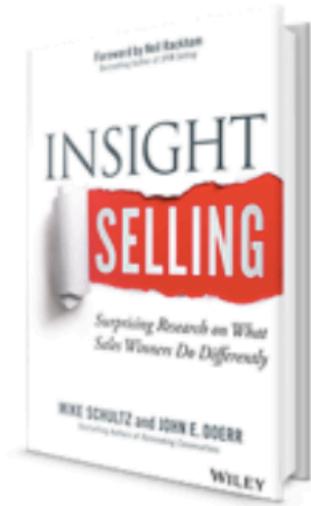
Rethinking Referral Marketing

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.

Hinge®

#StopSelling



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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