



Hinge®

How to Use Technology to Identify and Develop Visible ExpertsSM

Presented by: Sylvia Montgomery, CPSM and June Jewell, CPA

Chat Live on Twitter!

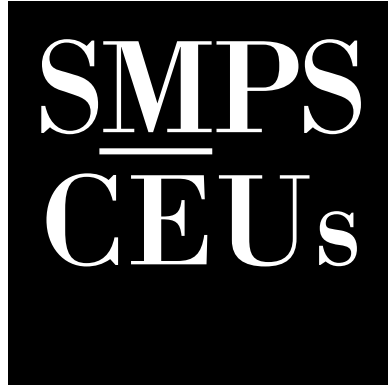
Today's Hashtag:



#VisibleExpert

SMPS CEUs

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



Steps:

1. Register to attend our no-cost webinars
2. Attend the webinar
3. Email: ceu@hingemarketing.com - Subject Line: SMPS CEUs webinar credit
4. Receive Certificate of Completion after attending webinar
5. Report your CEUs to SMPS

Today's Speakers



Sylvia Montgomery, CPSM

Senior Partner, Hinge Marketing

smontgomery@hingemarketing.com

Connect with me on LinkedIn:

in/sylviamontgomery

Follow Me on Twitter: **@BrandStrong**



June Jewell

President & CEO, Acuity Business Solutions

jjewell@acuitybusiness.com

Connect with me on LinkedIn:

In/junejewell

Follow Me on Twitter: **@junejewell**

Agenda

- What is a Visible ExpertSM?
- Research background
- The importance of technology for strategic marketing
- How to use technology to identify Visible Expert candidates
- How to develop individuals into Visible Experts
- Wrap-up and questions



What is a Visible ExpertSM?

A professional who has attained high visibility and a reputation for expertise in their industry niche.

Five Levels of Expertise

- Level 1: The Resident Expert
- Level 2: The Local Hero
- Level 3: The Rising Star
- Level 4: The Industry Rock Star
- Level 5: The Global Superstar





Research Background



1,028

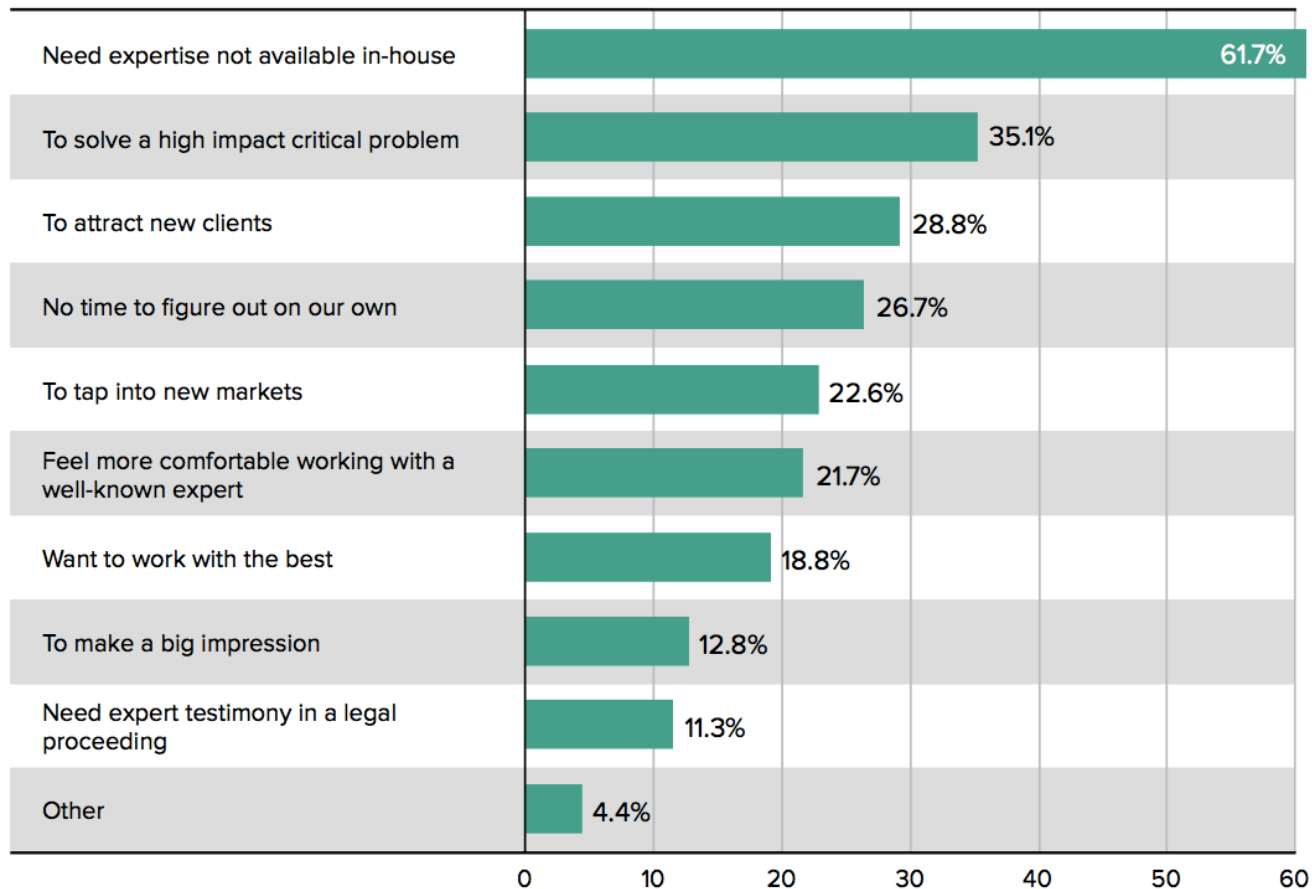
professional services
purchasers

130

Visible ExpertsSM

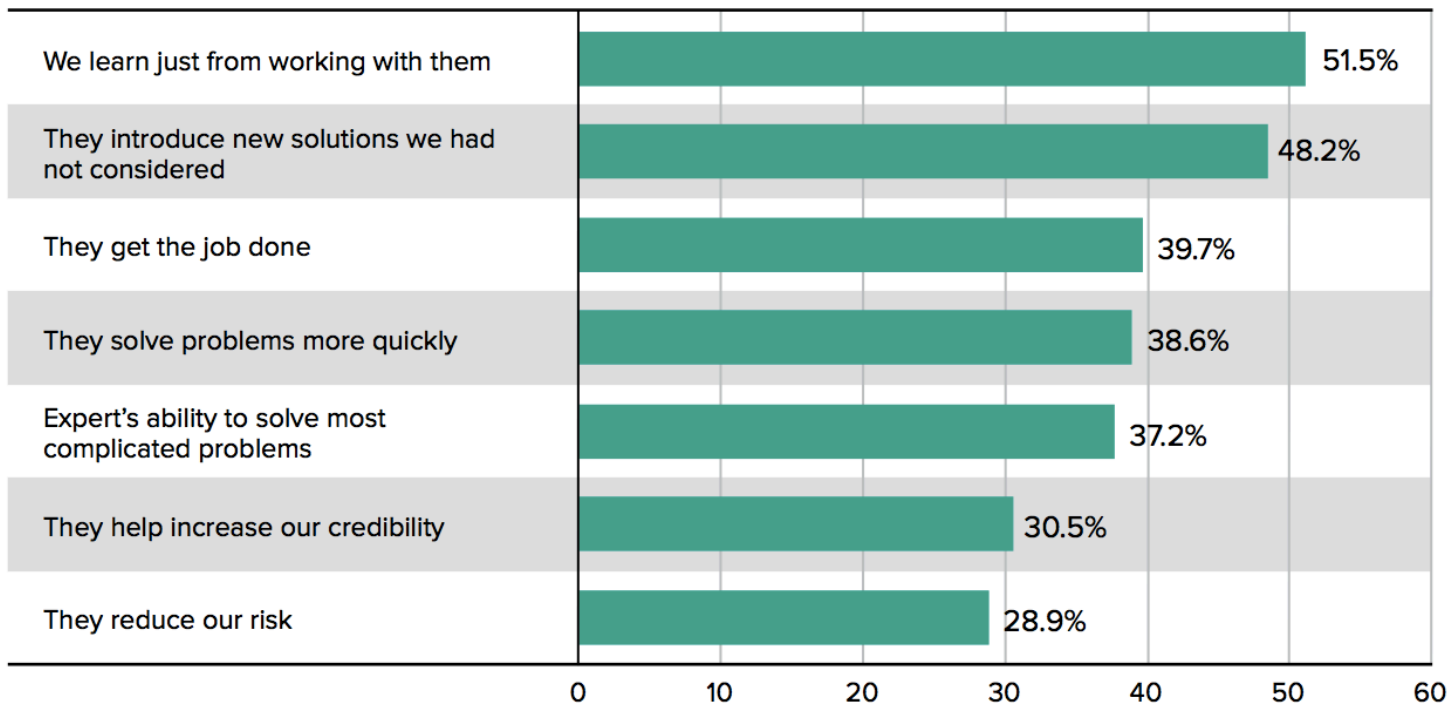


Why Buyers Seek Visible Experts





The Benefits of Working with a Visible Expert



Benefits of Having a Visible Expert in Your Firm

1. Effects on the firm as a whole.
2. Effects on business development.
3. Effects on closing the sale.
4. Effects on professional partnerships.
5. Effects on billing rates.

The Halo Effect

A buyer who sees an expert in a positive light is likely to believe that the expert's firm is wonderful, too. In this way, Visible Experts elevate their firms in every category that counts.



The Importance of Technology for Strategic Marketing

Use Data to Identify Where You Stand Out

1. Trends in technology that we have experience with
2. Innovative and new approaches or results
3. Proprietary characteristics of our projects
4. Unique problems we have solved
5. Unique attributes of our clients
6. Industry specializations
7. Niche expertise



Example of Niche Expertise

1. Civil Engineer
 - A. Transportation
 - i. Parking
 - a. Robotic Parking Systems



Proof of Qualifications / Expertise

1. How many projects have we done – quantify historical data
2. Testimonials
3. Awards
4. Other recognitions
5. News



How to Use Technology to Identify Visible Expert Candidates

So Much Data in Your Firm...

- Do you know where it is?
- Are you able to share it?
- Assess current data sources
- Capture data that is in employees heads
- Develop better database



Identify All Sources of Data in Your Firm

1. Accounting
2. Marketing
3. Interview Employees and Clients
4. Spreadsheets





Accounting

- Accounting system
- Project history
- Timesheets

Marketing

- Proposals
- Resumes
- Promotional material
- Web site
- Blog posts, etc.
- Presentations



Interview Employees and Clients

- Identify keywords
- Perceptions
- Publications
- Presentations
- Client promotional materials and data

Develop Better Database - Identify Fields To Track

- Types of projects
- Types of clients
- Disciplines
- Types of work
- Skills
- Languages
- Keywords
- Other unique attributes – industry, technology, specialty



How to Develop Individuals Into Visible Experts

7 Steps to Developing a Visible Expert

1. Select the candidates.
2. Assess the candidates.
3. Develop the strategy.
4. Build tools.
5. Develop the skills.
6. Increase visibility of expertise.
7. Track and adjust.





1. Select the Candidates

- Basic expertise
- Can simplify the complex
- Career professional
- Good communication skills
- Educational motivation

2. Assess the Candidates

- Start by defining the target audience of interest.
- Assess current visibility with that audience.
- Assess current expertise with that audience.
- Assess candidates' skill levels
- Assess the competitive environment



3. Build the Strategy

- Start where you are strong.
- Refine and define your target audience.
- Specify the limits of your expertise.
- Pick your issues and perspectives.
- Outline an implementation strategy.
- Identify the tools you will need.
- Turn your strategy into an action plan.

4. Build the Tools

- Your expert positioning statement
- Professional photography
- Press packages
- Bios of various lengths
- Video
- Issues papers
- Robust web presence
- Consistent and robust social media presence
- A blog
- A book





5. Develop the Skills

- Speaking skills
- Writing skills
- Confidence building
- Consistent effort
- Keeping up with trends
- Relationship building
- Educational focus

6. Increase Visibility of Expertise

- Stay focused on your strategy.
- Work your plan
- Ongoing support is essential





7. Track and Adjust

- Monitor progress frequently.
- Adjust on a regular basis.

Acuity Business Solutions: Resource

Get a free chapter of the book *Find the Lost Dollars*:



Available at:

www.findthelostdollars.com



Hinge Marketing: Free Visible Expert Feasibility Review

- ✓ For webinar registrants only!
- **We'll discuss:**
 - Your current approach
 - How a program might work
 - Key concerns you might have



Respond to follow-up email or call: **703.391.8870**



Hinge Marketing: Free Resources



Book (Coming September 2014):
The Visible Expert: How to create industry stars. And why every professional services firm should care.



Research Report:
Visible Experts: How High Visibility Expertise Helps Professionals, Their Firms, and Their Clients

Available at:
www.hingemarketing.com/library

Thank you! Questions?

Sylvia Montgomery, CPSM

Senior Partner, Hinge Marketing

smontgomery@hingemarketing.com

Connect with me on LinkedIn:
[in/sylviamontgomery](https://www.linkedin.com/in/sylviamontgomery)

Follow Me on Twitter: @BrandStrong

June Jewell



President & CEO, Acuity Business Solutions

jjewell@acuitybusiness.com

Connect with me on LinkedIn:
[In/junejewell](https://www.linkedin.com/in/junejewell)

Follow Me on Twitter: @junejewell





Connect with Hinge

-  www.hingemarketing.com/blog
-  www.twitter.com/HingeMarketing
-  www.facebook.com/HingeMarketing
-  www.linkedin.com/companies/Hinge

www.hingemarketing.com

703.391.8870

Connect with Acuity Business

-  www.acuitybusiness.com/blog
-  www.twitter.com/AcuityBusiness
-  www.facebook.com/AcuityBusiness
-  www.linkedin.com/company/2561801

www.acuitybusiness.com

855.522.8489