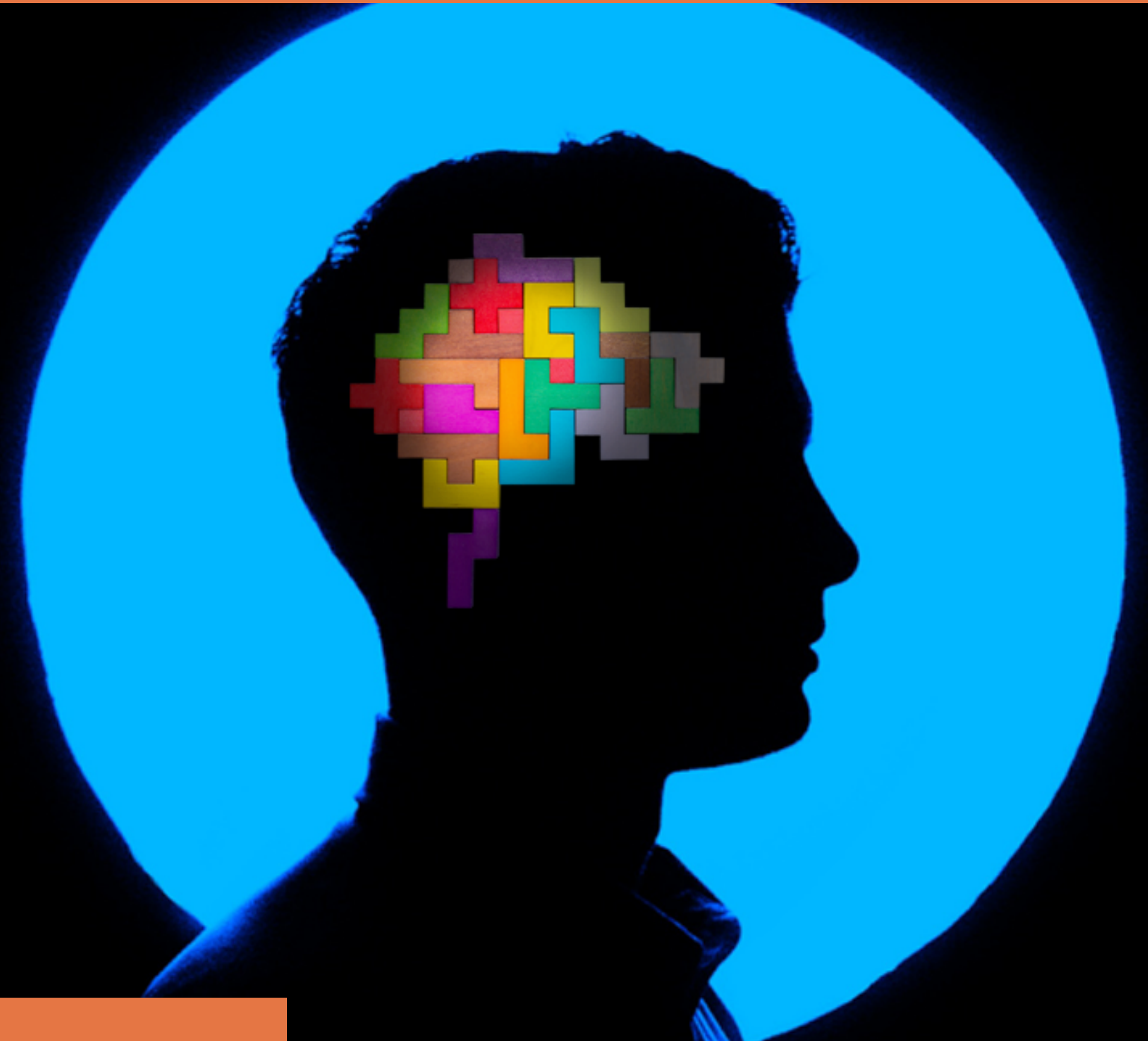


WEBINAR

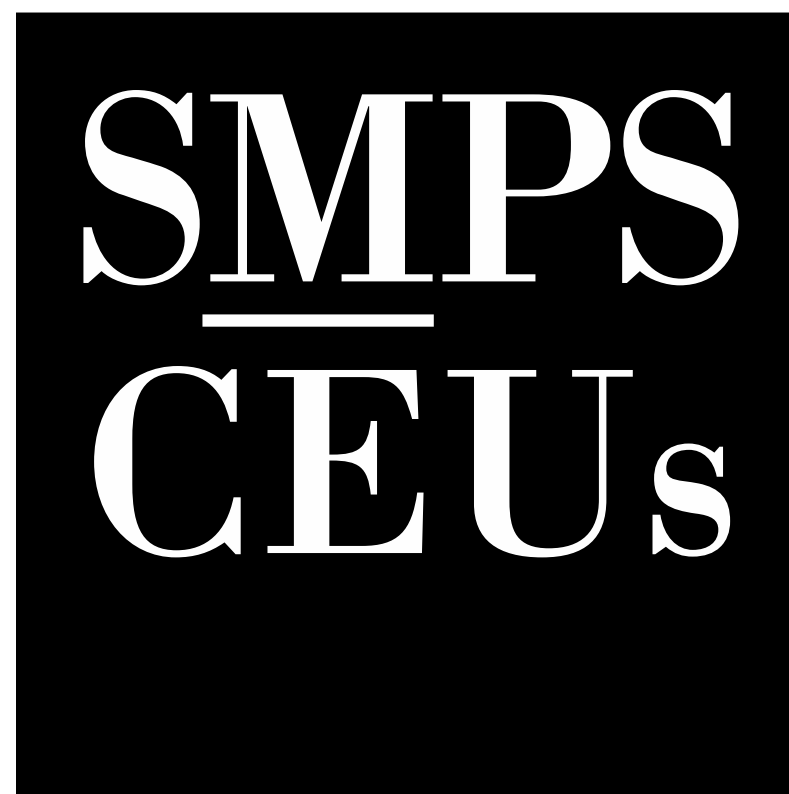
INSIDE THE BUYER'S BRAIN



Understand your buyers. Win more business.

Presenters

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



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Presenters



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What we'll cover in this webinar

- > How strong are professional services brands today?
- > What buyer challenges or priorities have shifted over the past five years?
- > Are referrals a sustainable marketing strategy?
- > How are buyers searching for and evaluating professional services firms?
- > What does the competitive landscape look like in professional services?
- > How do you address changes in buyer behavior and engage your critical key audiences?



About the Research



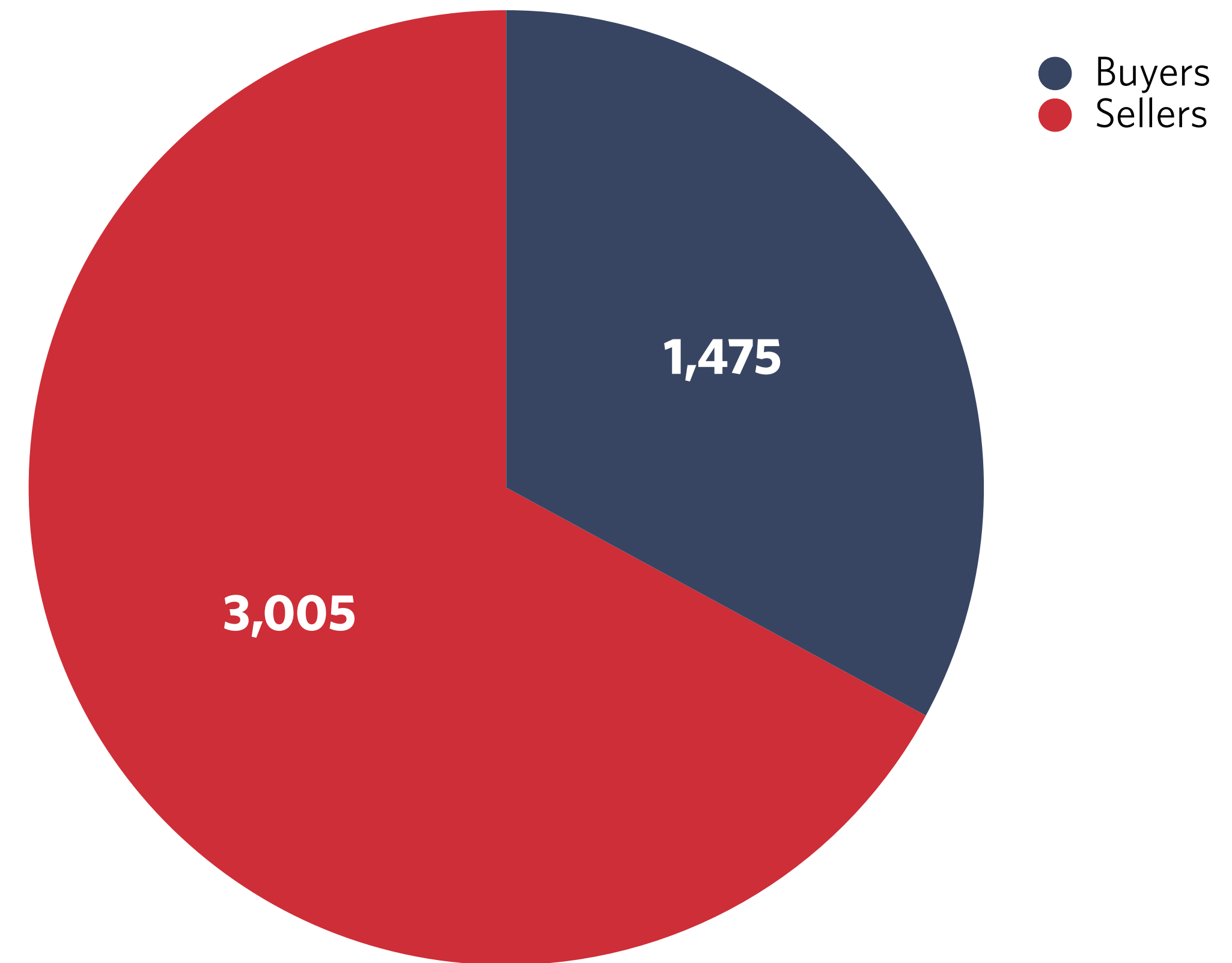
This study has deep roots

- > 2009 — we published our original buyers study in which we interviewed 137 buyers of professional services.
- > 2013 — we published [*Inside the Buyer's Brain: How to Turn Buyers into Believers*](#), a book based on a new study of 822 buyers and 533 sellers of professional services.
- > 2018 — we released this study: [*Inside the Buyer's Brain: Understand your buyers. Win more business.*](#) It details the perspectives of 1,475 buyers and 3,005 sellers in a changing marketplace.

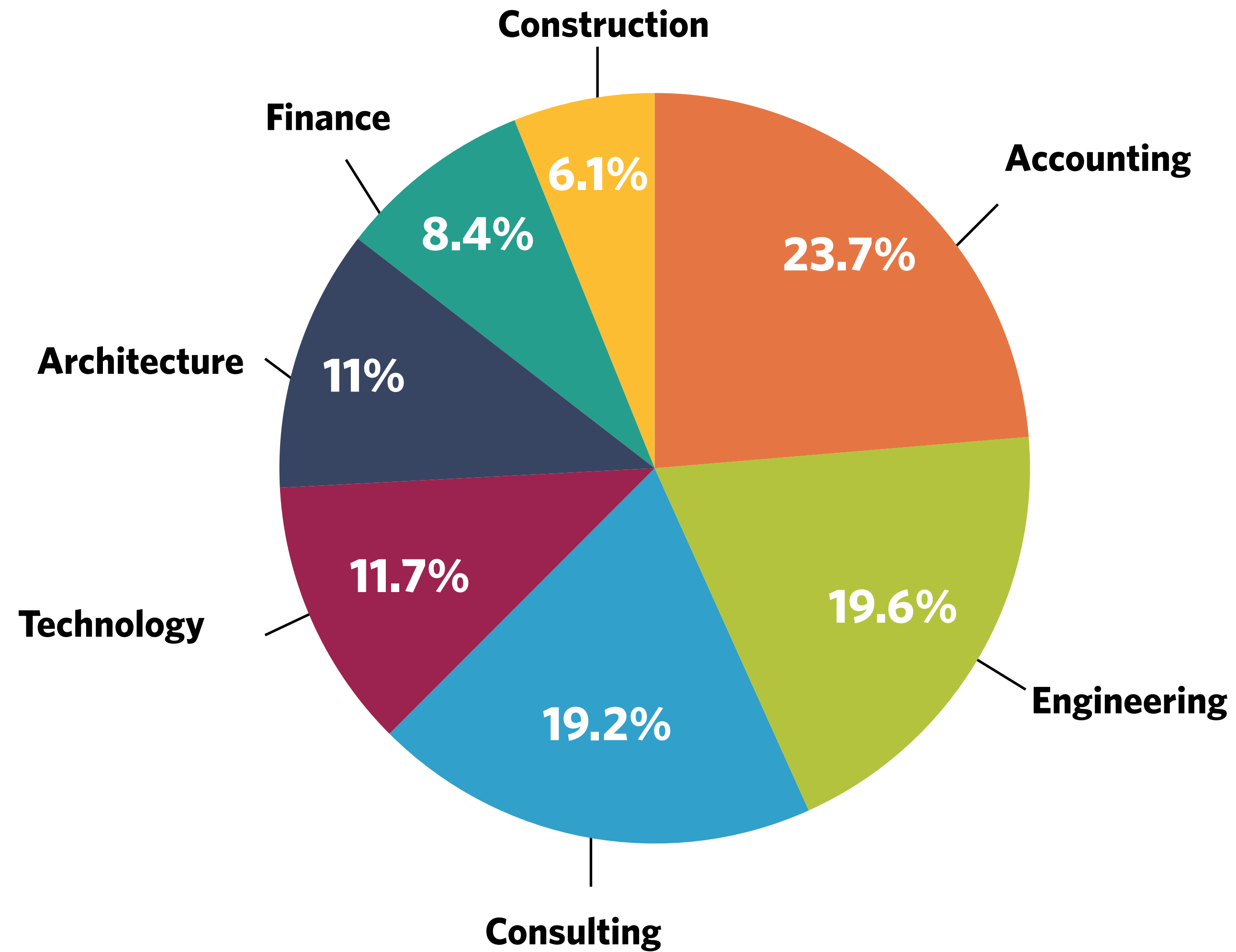


Sample Composition

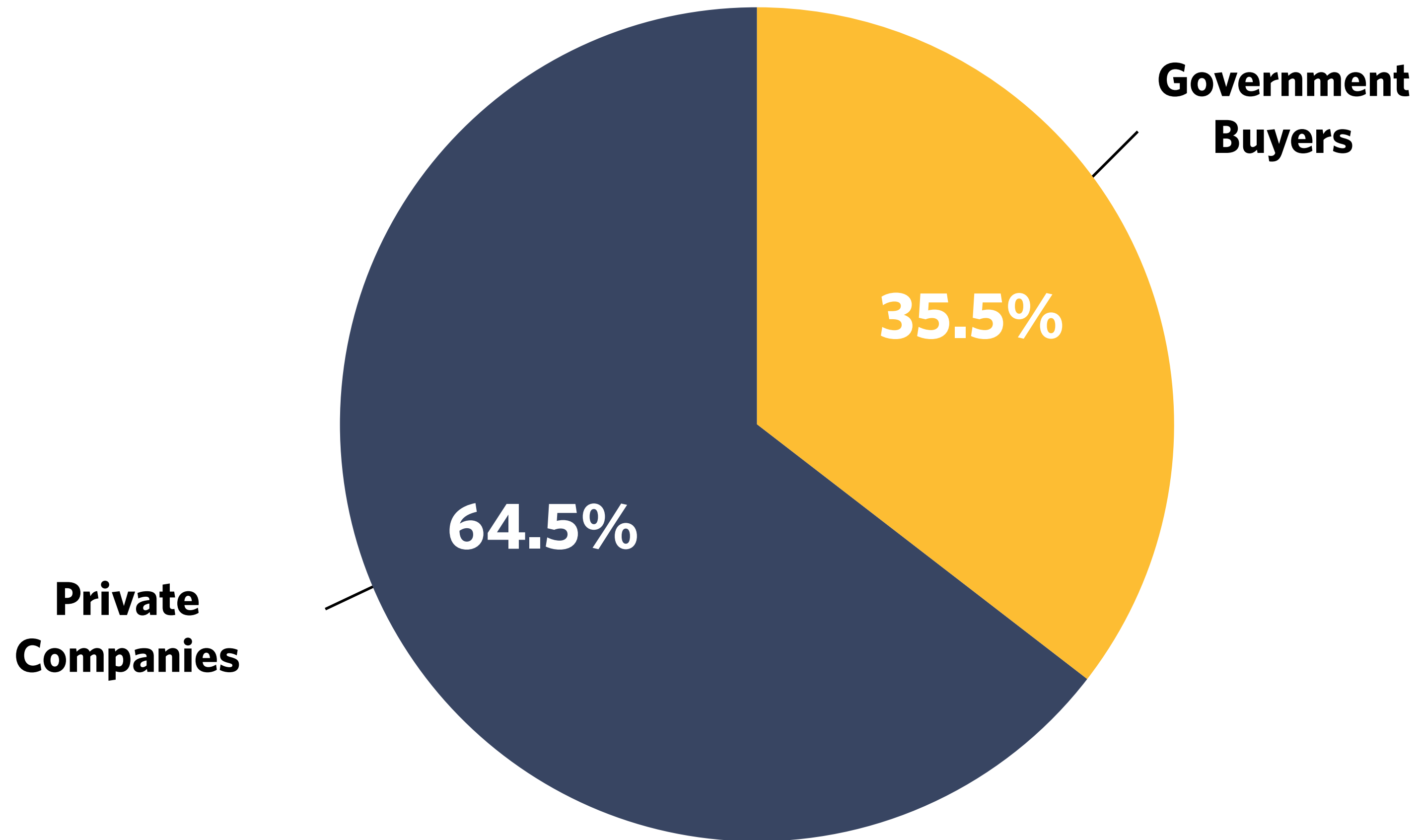
- > We used a mix of phone interviews and online surveys.
- > We matched buyers to their respective sellers.



Industry Representation



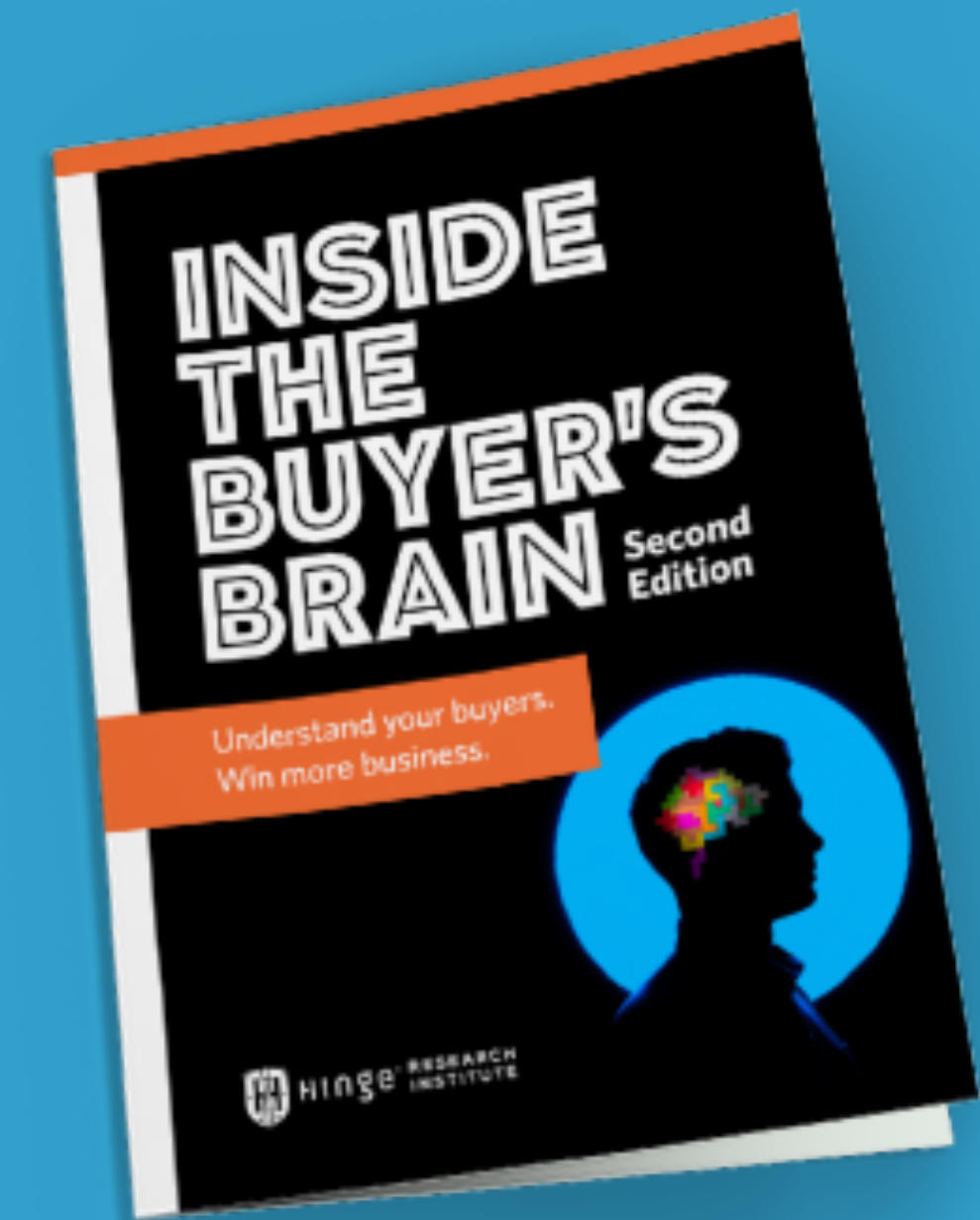
Government Buyer Representation



How to Gain Access to the Full Report

What's included

- > Over 100 detailed charts
- > Data not available in the executive summary
- > Full result breakdowns by industry



Purchase the full report

Get it FREE with a Hinge University
Pro membership



A Shifting Marketplace



Clients value professional service providers more today

Value received
33%



Professional services are more relevant today



Relevancy of services

+56%

Clients are becoming more difficult to retain



Client loyalty was measured in a window of 2-3 years.

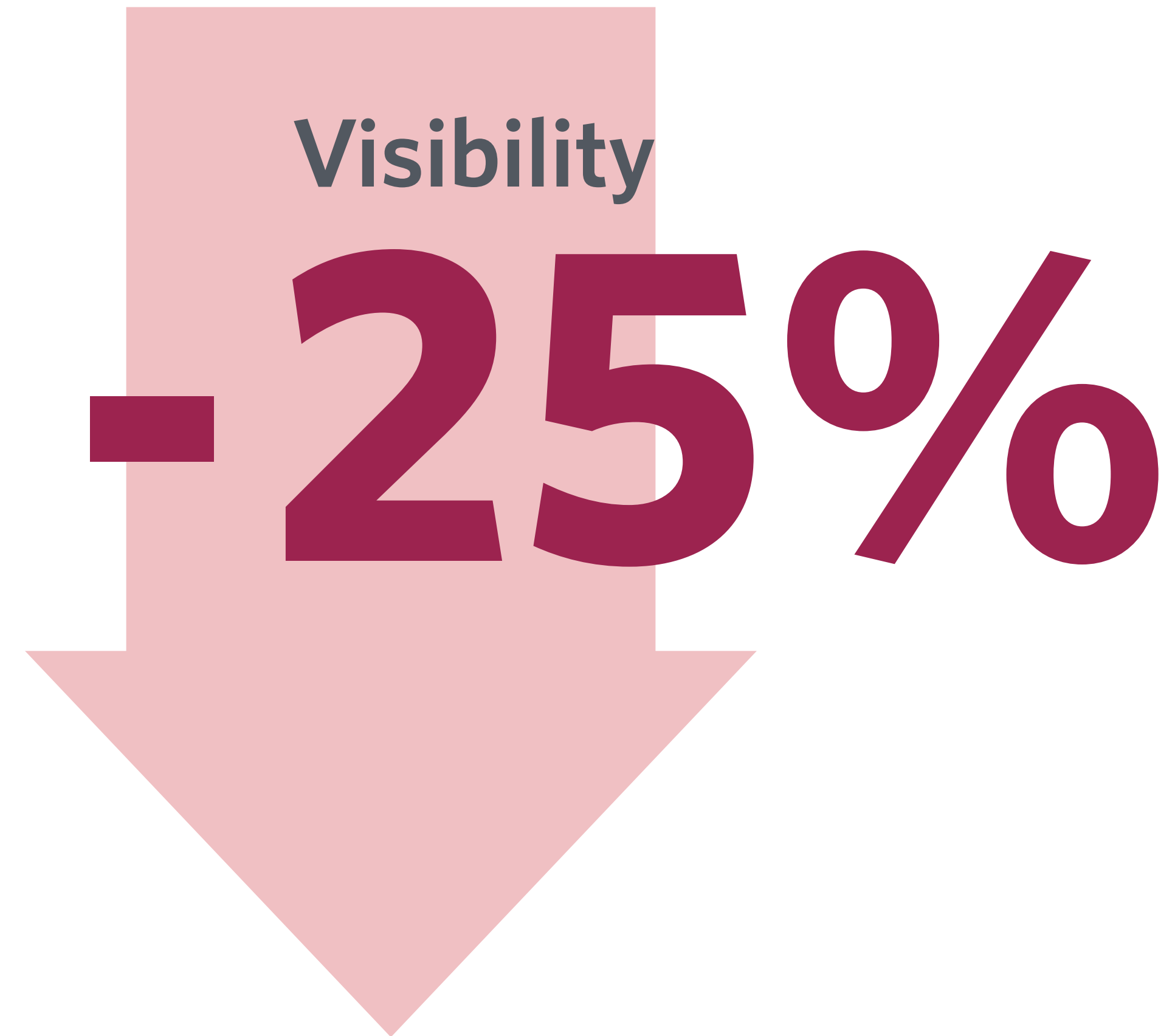
Firm reputation scores have decreased slightly

Reputation

-7%



Visibility scores have declined by 25% since 2013.



The Buyer Journey



Professional Services Marketing Funnel

Attract Prospects

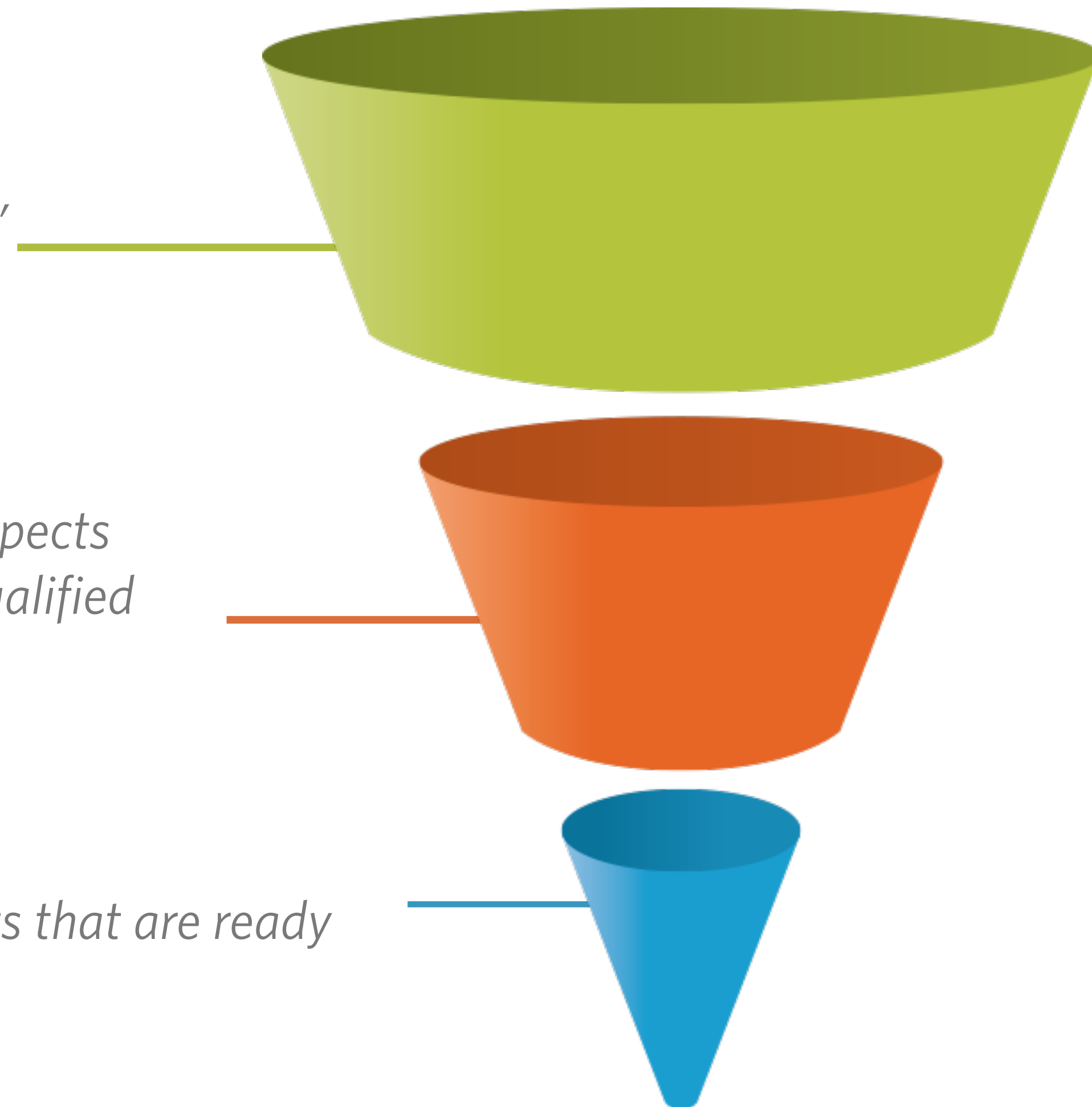
Attract potential buyers, influencers, and referral sources

Build Engagement

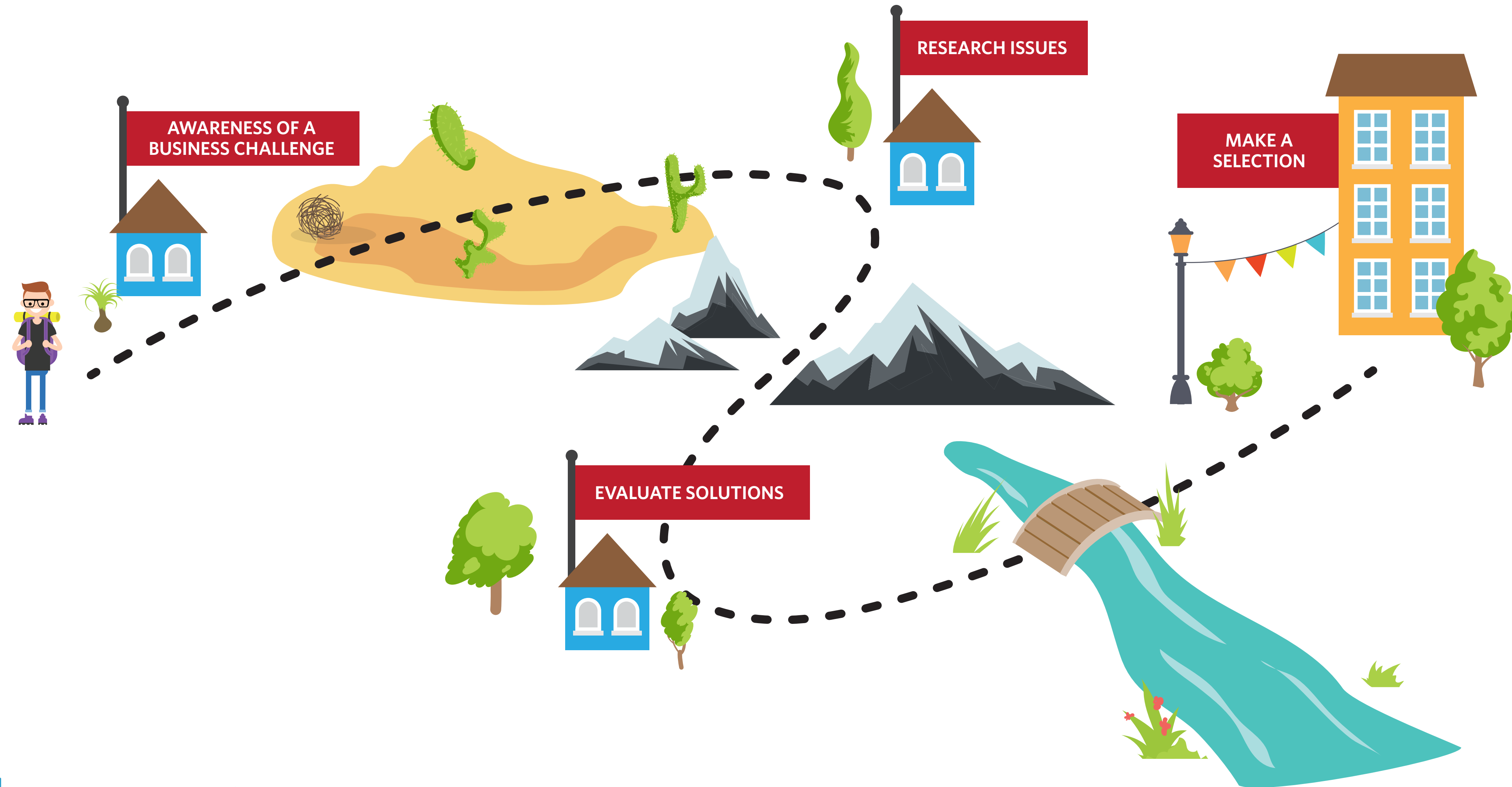
Deepen engagement with your prospects and turn them into educated and qualified opportunities.

Turn Opportunities into Clients

Make the decision easy for prospects that are ready to buy.



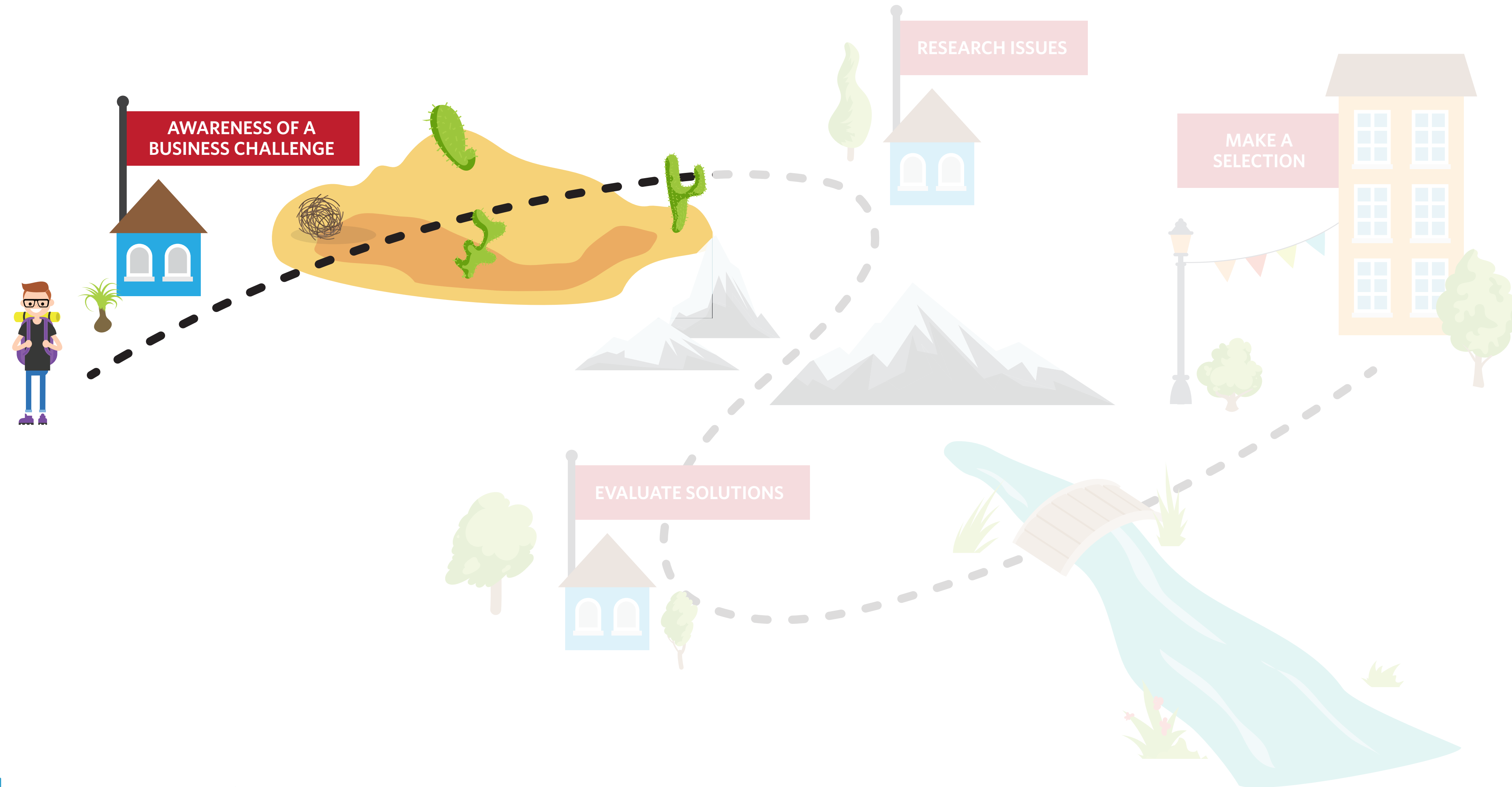
Professional Services Buyer Journey



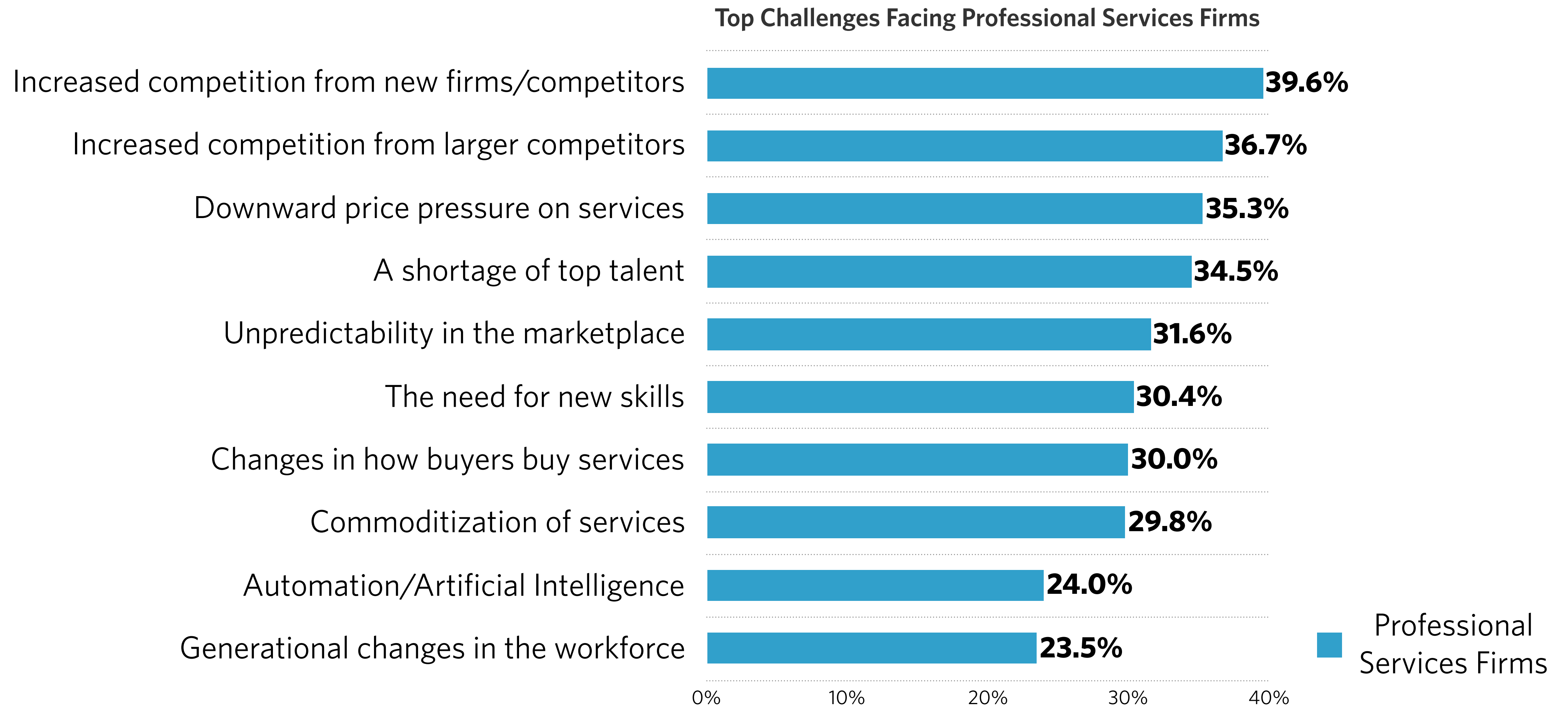
Awareness of a Business Issue



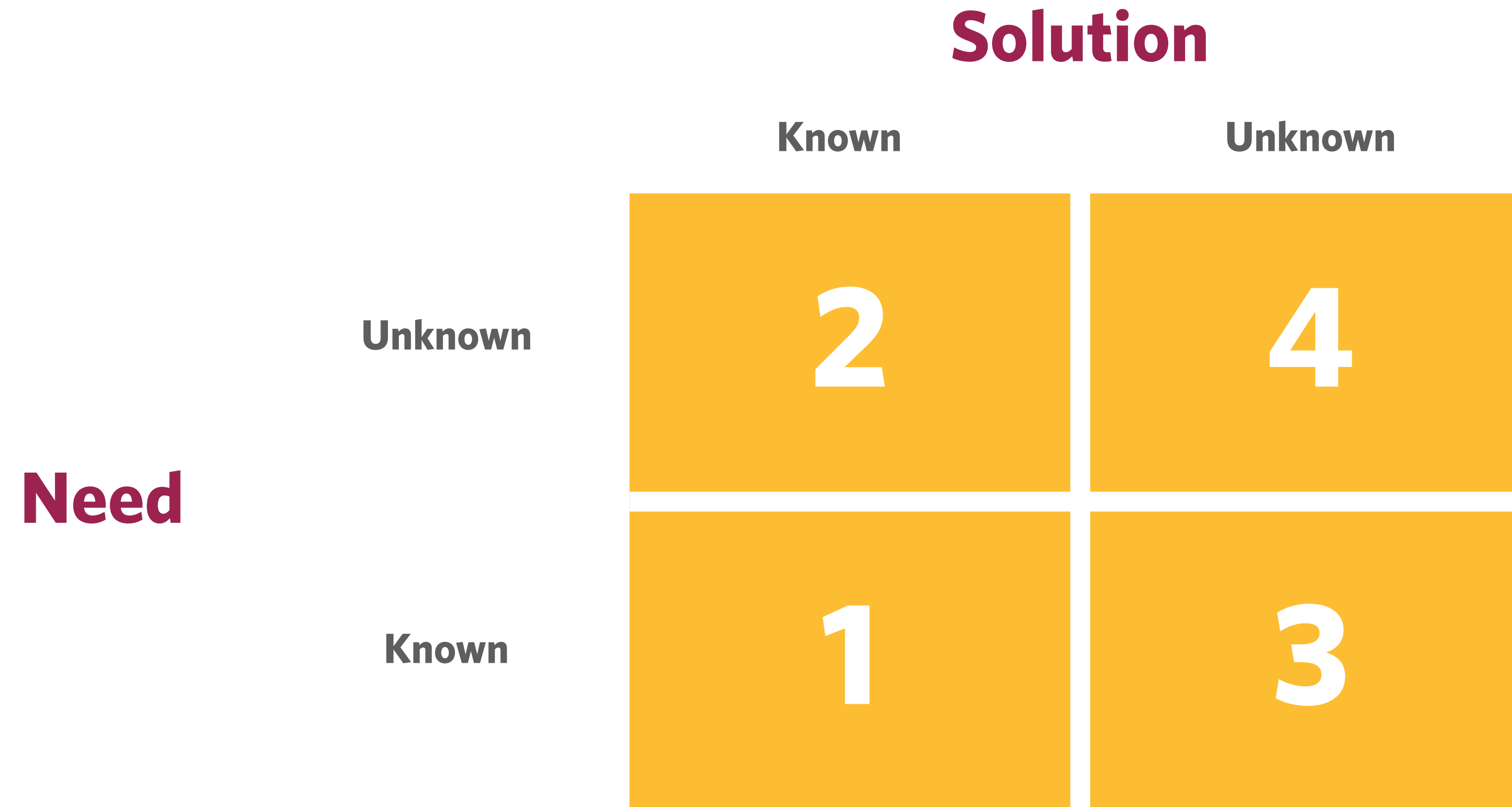
Professional Services Buyer Journey



Professional services are faced with many challenges



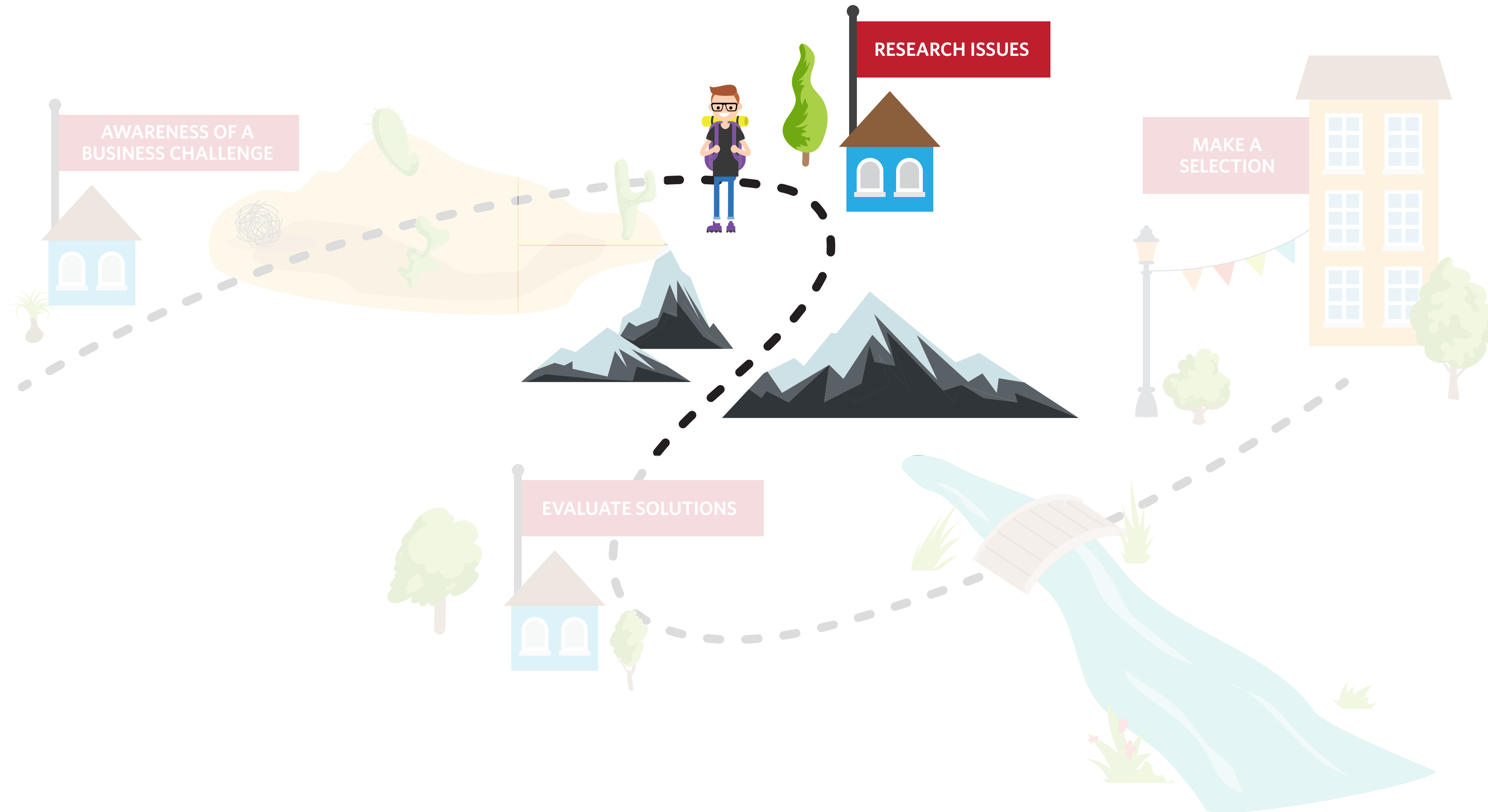
Value Proposition Matrix



Understanding the Issue

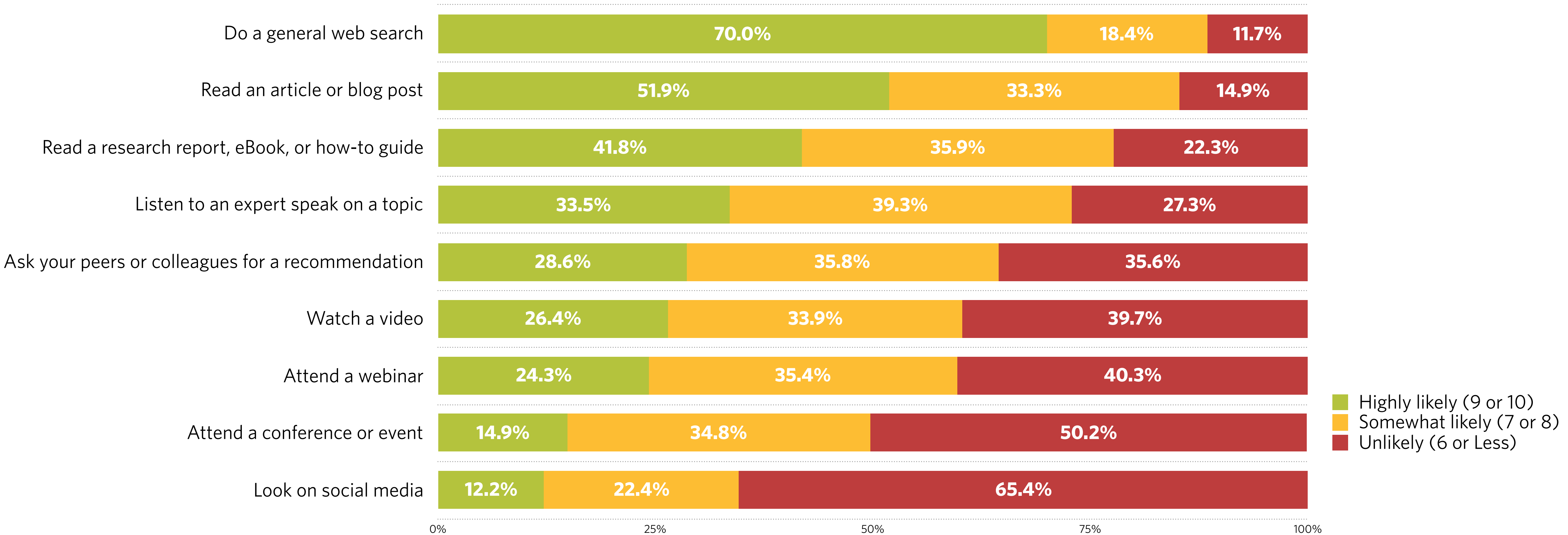


Professional Services Buyer Journey



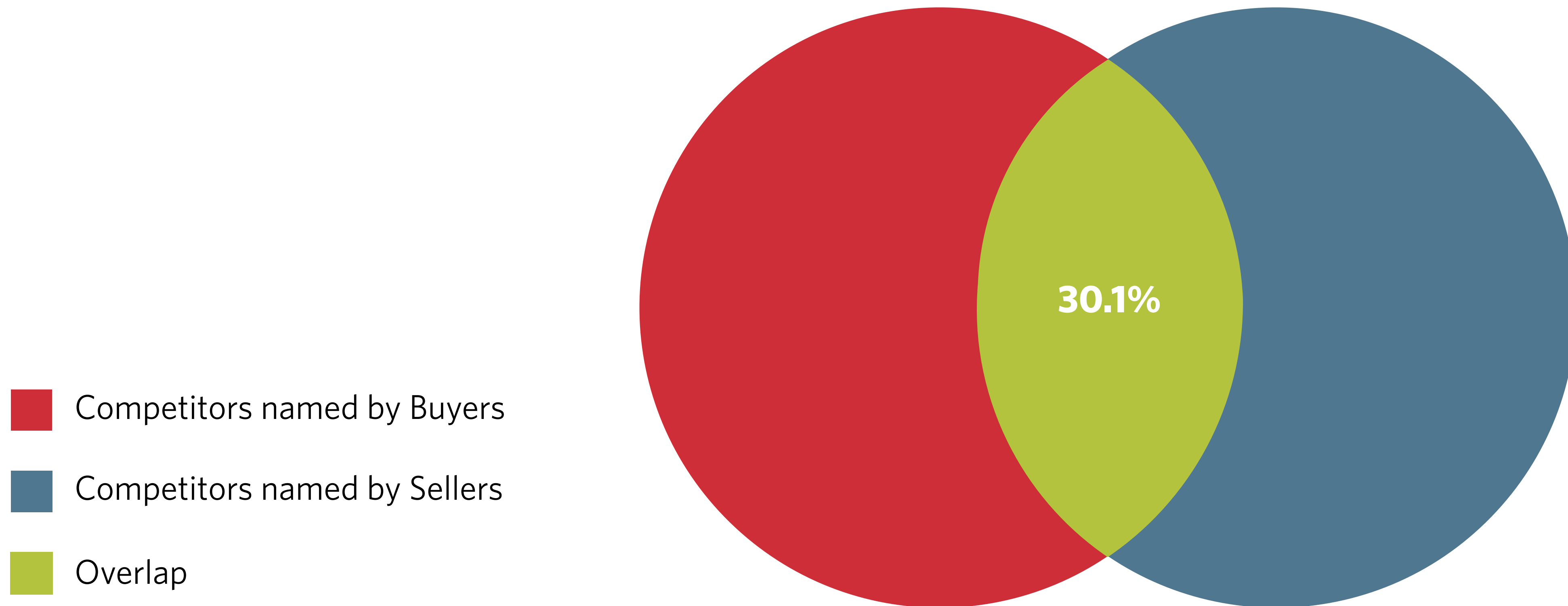
Buyers look online to learn about business issues and topics

What channels do buyers use to learn more about topics relevant to them professionally?



In professional services, the competitive landscape is unclear.

Buyers and Sellers Competitor Overlap



Evaluating Alternative Solution Providers

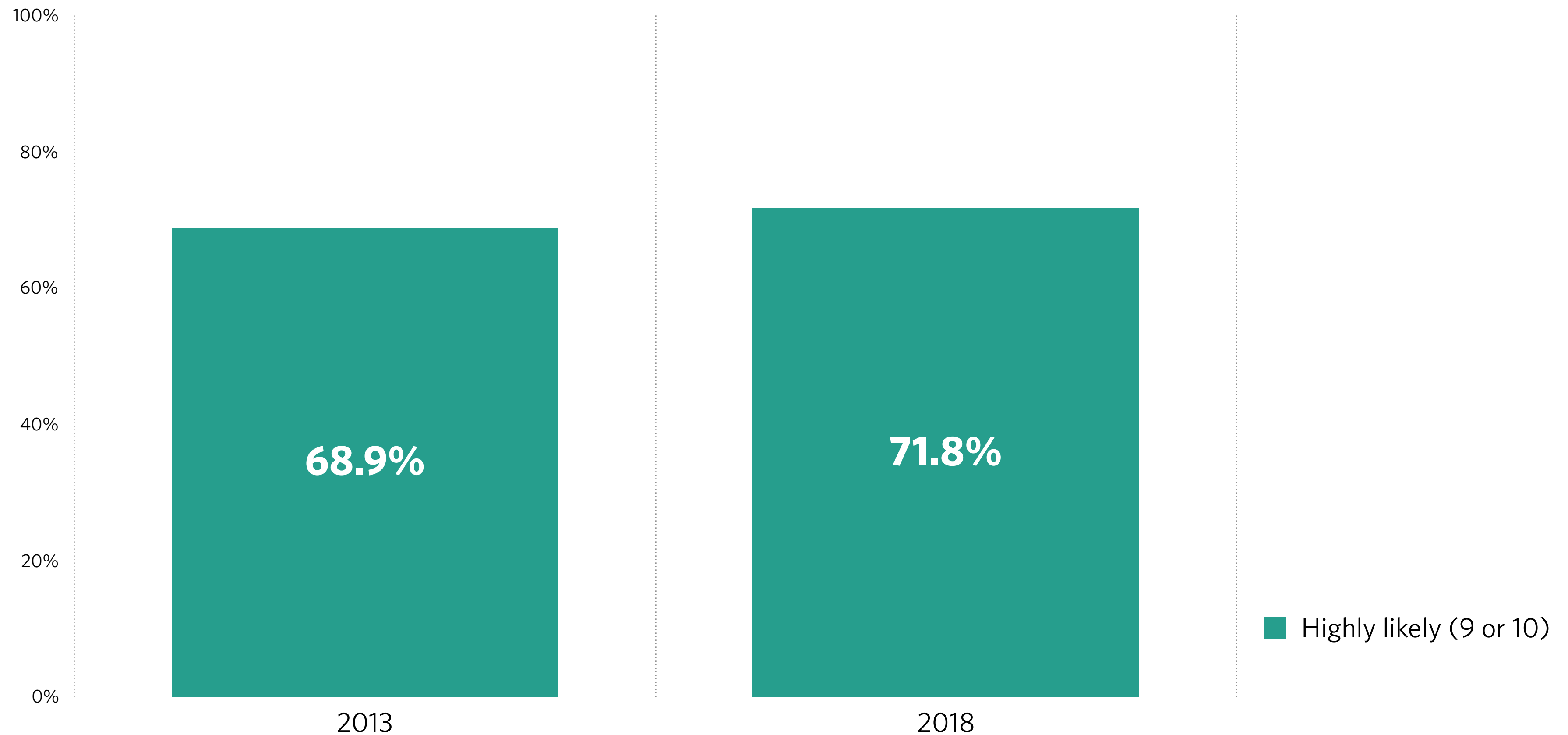


Professional Services Buyer Journey



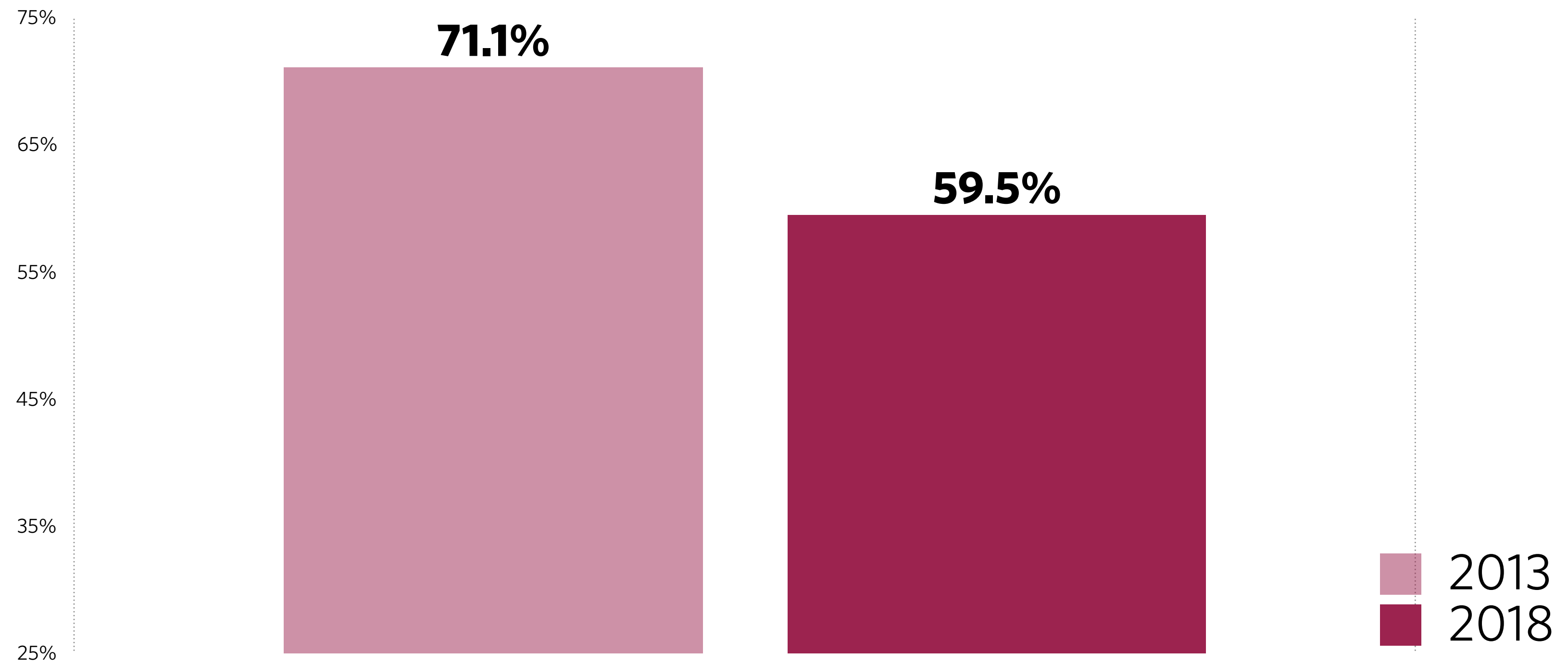
Clients are still very willing to make recommendations

Probability buyers would refer their service provider



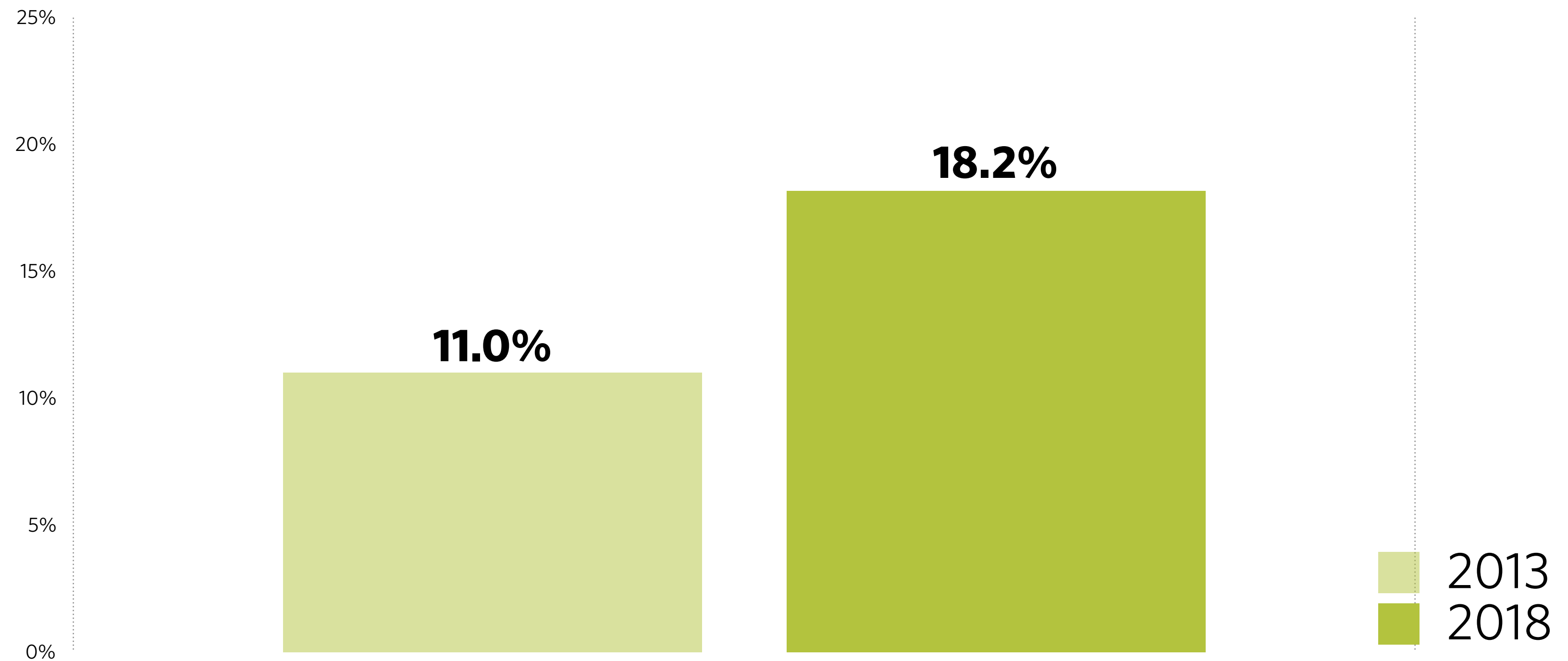
Buyers are less likely to ask for a referral

Buyers that Would Ask for Referrals for a Service Provider



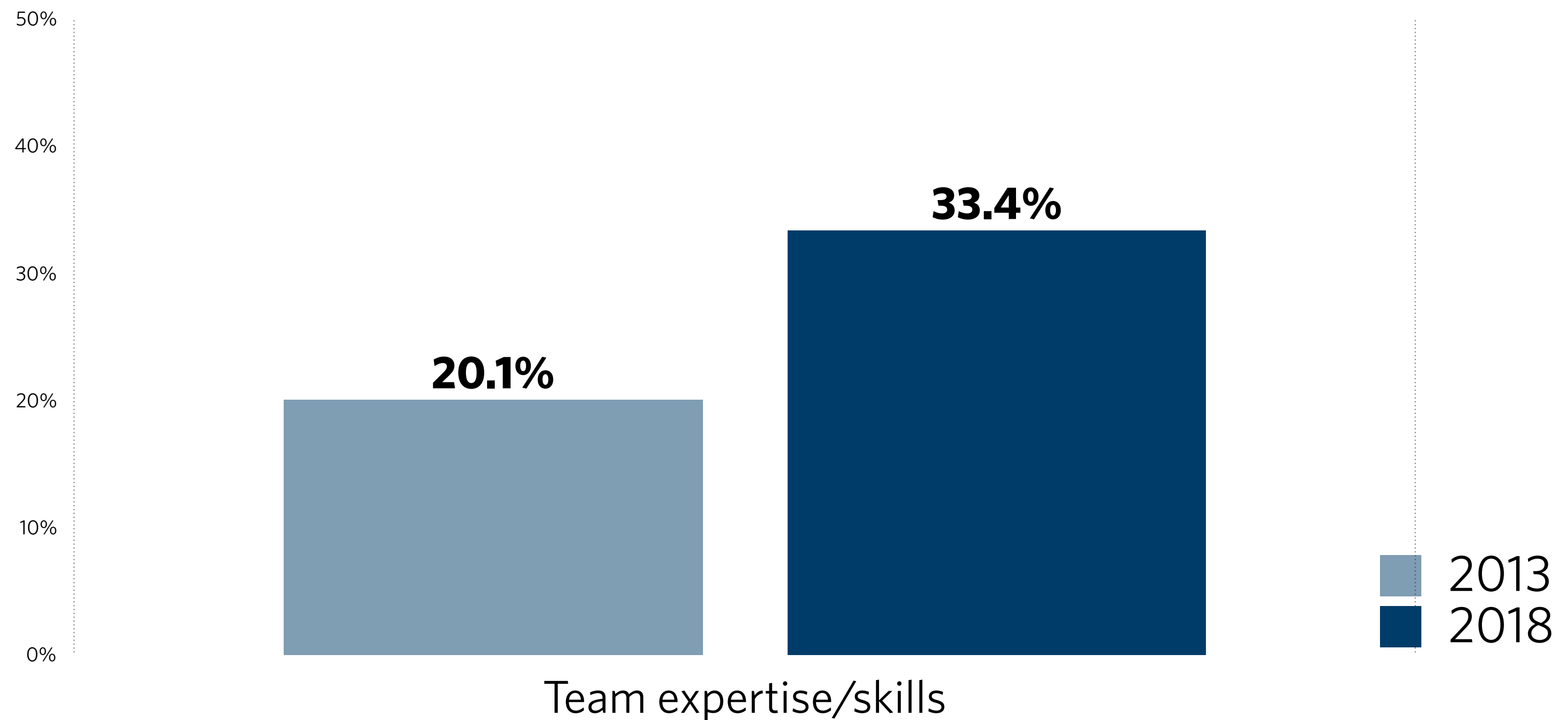
Buyers are more likely to turn to online channels

Buyers that Would Search Online to Look for Service Provider



Buyers are placing a higher importance on expertise in the selection process

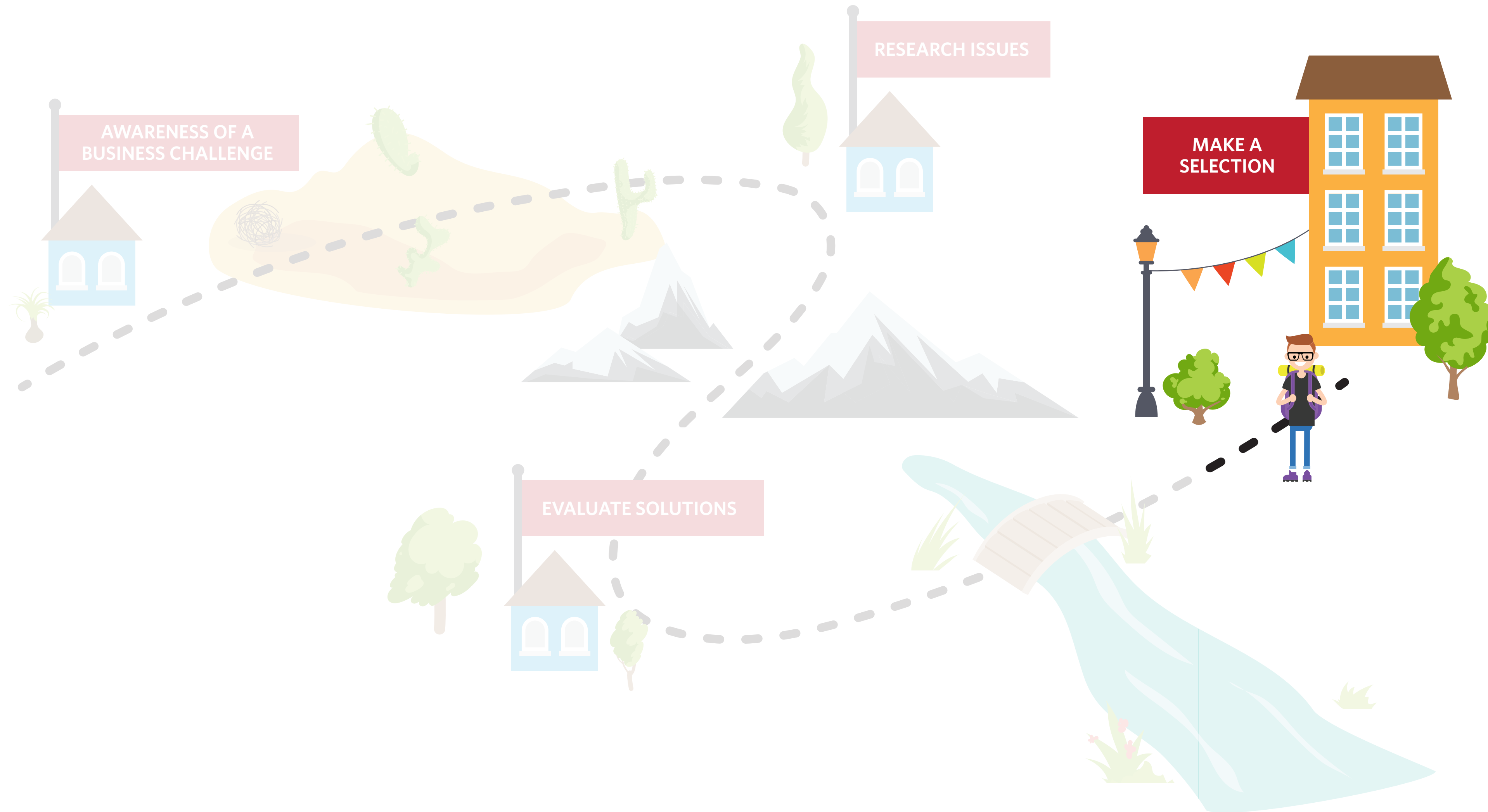
Buyers that Use Team Expertise & Skills as Selection Criteria



Making the Selection



Professional Services Buyer Journey

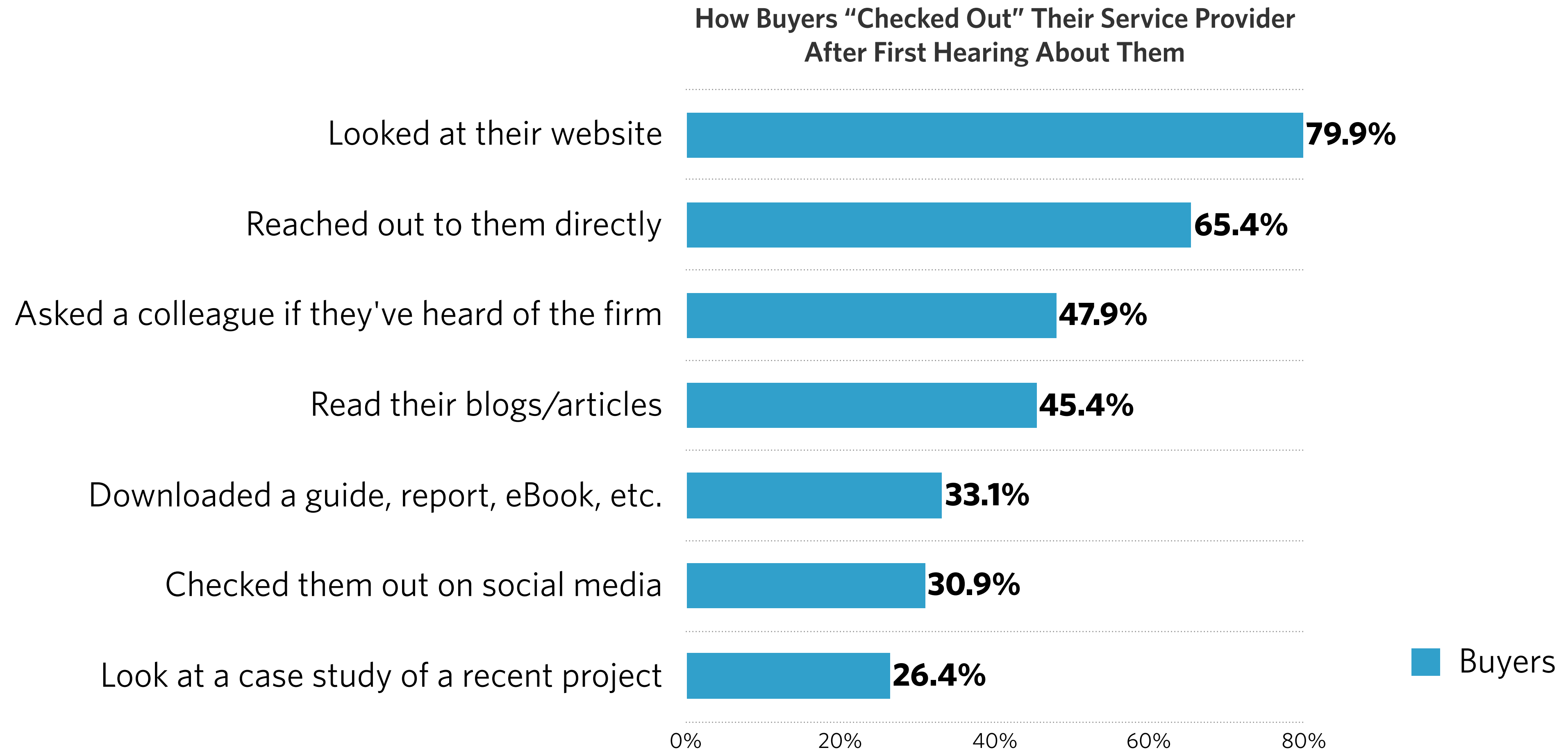


90%

rule out a service provider before even talking with them



Buyers will use several different ways to “check out” service providers



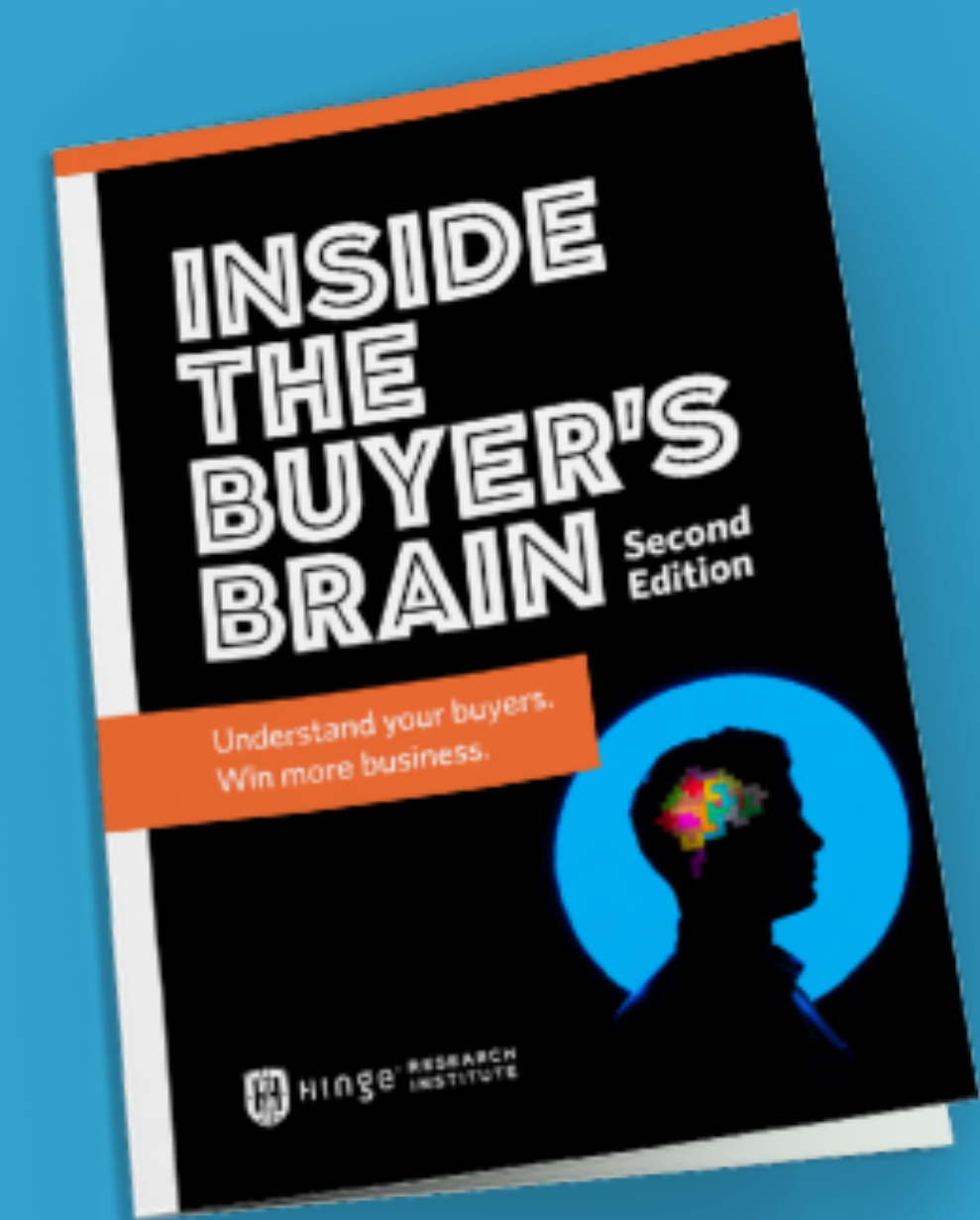
Expertise and past performance tip the scale for professional services firms



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- > Full result breakdowns by industry



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FREE CONSULTATION

What do your buyers think of your firm?

By now, you have a good idea of how professional services buyers have changed. But the only way to truly understand **your** buyers is to conduct your own research.

Here is just some of what you can learn:

- > How your buyers really see you
- > How you stack up against competitors
- > How you can differentiate your firm
- > Why your best clients choose you
- > Why your "got-aways" chose other firms

Ask for a Free Consultation Today.

And learn how research can drive greater growth and revenues.

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