

TRENDS/DISRUPTORS

WHERE TO LOOK

Deloitte/McKinsey
Broker Firm Research
Business Journals
Sector Organizations
Google

PURPOSE

New Market Sector Growth
New Services
Content

WHO
Marketing
3rd Party

MARKET INDICATORS

WHERE TO LOOK

Economic Forecasts
Business Journals
Purchased Data
Custom Research

PURPOSE

New Market Sector Growth
New Services

WHO
Marketing
3rd Party

COMPETITIVE ANALYSIS

WHERE TO LOOK

Business Journal Announcements
Professional Association
Social Channels – LinkedIn
Their Website
Strategic Partners

PURPOSE

BD Intel. Pursuit Driven
New Market Sector Growth
Geographical Growth
New Services
Branding

WHO
Marketing
BD/Principals
3rd Party

CLIENT SURVEYS

WHERE TO LOOK

Previous Clients
Current Clients
Aspirational Clients

PURPOSE

BD Intel. Pursuit Driven
New Services
Strategic Planning
Branding
Content

WHO
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3rd Party

END CLIENT IDENTIFICATION

WHERE TO LOOK

Economic Forecasts
Business Journals
Purchased Data
Strategic Partners
LinkedIn

PURPOSE

New Market Sector Growth
Geographical Growth
New Services

WHO
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PERSONA DEVELOPMENT/ STRATEGIC PARTNERS

WHERE TO LOOK

Previous Clients
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PURPOSE

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WHO
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MARKET RESEARCH: SIMPLIFIED

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WHY MARKET RESEARCH?

CHANGE IS CONSTANT AND INFORMATION IS YOUR COMPASS.

WHAT IS MARKET RESEARCH?

ANSWER to a question that **INFORMS ACTION** with a **DEFENDABLE WHY**

DEFINE THE PURPOSE

Growth Initiatives
Brand Position
Strategic Promotion
Sector or Geography Forecast

Pipeline Development
Pursuit Specific
Competitor Profiling
Content

HIGHEST ROI RESEARCH TYPES

MARKET SIZING/FORECASTS
MUST understand your market to interpret purchased reports

SURVEYS
They are the buyer. What do they want?

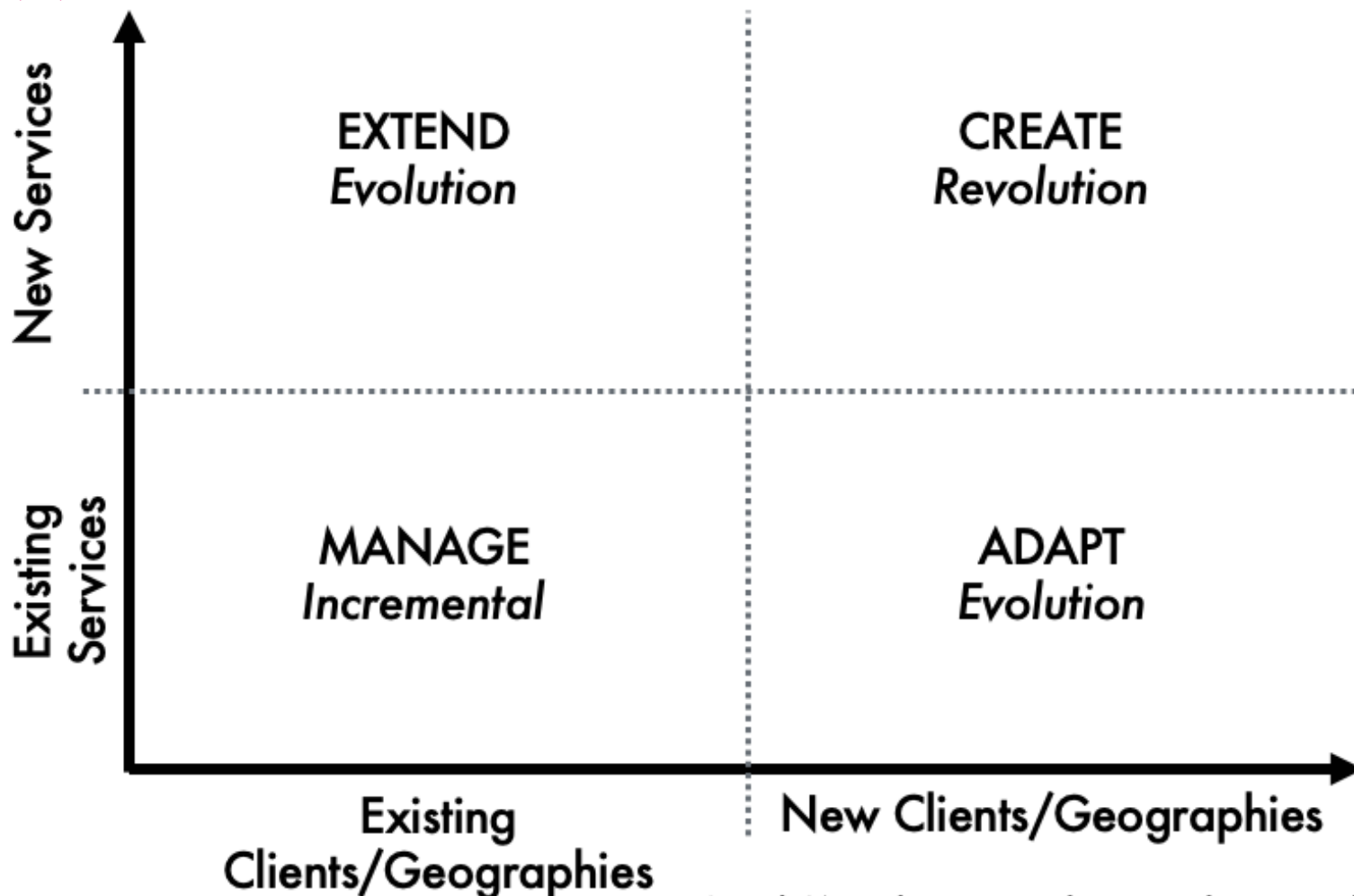
TRENDS AND DISRUPTORS
Read business publications (think Deloitte and McKinsey), industry publications.

COMPETITOR ANALYSIS
Keep your competitors close and leverage your network. The best way to keep up to date is to survey your clients and prospective clients.

CRAFT THE RIGHT QUESTION(S)

- What are adjacent services that make sense for us?
- What are services our clients ask for?
- What's the future of...

- Are we capturing our share of work in this market?
- How is our industry innovating its services?
- What is the future of...



- Big Disruptors
- Everything is new.
- What's the future of...

- Are there potential clients within our existing sectors/geographies?
- Are there potential clients who are new to buying our services?
- Do we need to package our existing services differently to resonate with the market?
- Do we need to partner?

Growth Matrix by Diego Rodriguez and Ryan Jacoby from IDEO