



market research / competitive analysis

There are a variety of ways to benchmark your own performance and that of your competitors. We use both industry secondary research and primary research to help you understand your market, including:

- Developing industry profiles, including industry potential, current competition, growth, trade associations, and other information as needed.
- Secret shopping either in person or by phone. We have benchmarked:
 1. A market-wide telephone survey of CPA firms that documented their abilities to handle routine business queries, their reception greeting, and their rates.
 2. In-person visits to law firms posing as potential clients for a business lawyer to document client experiences.
 3. Specific secret shops of sales or relationship personnel to determine their ability to close sales or cross-sell services in CPA firms and other companies.
 4. Center tours of child care centers both as private pay and county-paid parents to document customer experiences.
 5. Comparison shopping other professional services.
 6. Website response checking.
- Focus Group research to determine customer or staff opinions and best practices.
- Research surveys of client satisfaction or knowledge.
- Telephone surveys of specific clients to:
 1. Determine brand promises.
 2. Harvest promotional testimonials.
 3. Spot-check performance.
 4. Create case studies and stories for newsletters, websites, and other materials.