











## *Research Product List*

1.  **Client Relationship audit**  
“How are we perceived by our current, lost and not-won clients?”
  2.  **Client Profile audit**  
“What do our clients do all day and how does our service help them achieve results?”
  3.  **Market Entry testing**  
“Where is the market for our new or existing service – who, where, how saleable?”
  4.  **Product & Service testing**  
“How easy is it to use our product, and does it deliver in line with expectations?”
  5.  **Brand & Communications audit**  
“What do customers really buy when they choose our service over rivals?”
  6.  **5 Year Anniversary audit**  
“What is the market’s perception of how we have change over the past 5 years Vs rivals?”
  7.  **Partnership search**  
“What companies out there could we partner with, collaborate with, or sell to?”
  8.  **Lost client audit**  
“What are the real reasons we lose business, or fail to win it in the first place?”
  9.  **Changing industry report**  
“What do clients want today/tomorrow, what are the main gaps and drivers?”
-  **Stakeholder 360 survey**  
“How are we seen by those involved in our success – from clients to press to shareholders?”