



RESEARCHPROS

CUSTOM RESEARCH SINCE 1985

If you don't ask, how will you know?®

ResearchPros is a custom business research firm specializing in innovative solutions to tough business challenges

Since 1985, we have provided the best market knowledge to global and boutique firms

We serve leading firms in
Strategy Consulting
Private Equity
The Fortune 500
& Non-Profit

Gain a competitive advantage



Generic Market Research

Provides unique information
Customizes research for client's hypotheses
Employs innovative, multi-pronged strategies
Adapts during data collection
Remains confidential
Designs approach to limit potential biases
Delivers actionable intelligence and insights
Gives you a competitive advantage

Designs research for standard industry hypotheses,
which can produce biased results
Employs commonly-used approaches
Often treats results as non-confidential
Delivers predictable information

Gain leverage through insight

Custom Market Research

Determine market infrastructure capacity
Gather qualitative market insights
Evaluate market growth potential

Sales & Growth

Benchmark products and services
Investigate portfolio company issues
Identify current market trends

Research ProActive[®] Sales

Reveal biographical predictors for customer approachability
Segment customers by access level and ideal sales approach

Research ProTalent[®]

Identify biographical markers of top performers
Increase precision in hiring and retaining talent

Customer Segmentation & Event Research

Appraise the competition and retail ecology
Discern decision-maker preferences and loyalty
Understand and assess customer base

Experienced in:

Advertising	Industrial
Retail & CPG	Electronics
Medical & Surgical	Health Care
Financial Services	Entertainment

Project design, launch, and leverage

Initial discussions

Describe the project, time frame, assumptions, and hypotheses.
We design a strategy to test hypotheses on a custom timeline.

Future directions

Take action based on our findings to gain a competitive advantage.
We propose exploratory extensions of the research based on deliverables.

Project launch and pilot test

Participate in a probative discussion to refine the hypotheses, target audience, and methodology.
We develop the best tools to gather information and avoid bias.

Deliverables

Receive a customized executive summary, detailed report, statistics, and raw data.
We analyze and summarize the data and contextualize the results.

Active research

Discuss ongoing results with our team.
We arrange contacts, collect surveys, conduct interviews, review literature, and statistically analyze data.

Management and Executive Advisors

Howard Males, Ph.D.
CEO

Nearly 30 years of research and management consulting experience

John F. Hannon, Ph.D.
Director of Client Services

Managed over 100 research consulting projects in all industries

John McMillan, Ph.D.
Executive Advisor/Lead Statistician

Over 25 years of creative, advanced statistical analysis

Hafsa Mustafa, M.A.
Associate Project Manager

Managed pharmaceutical, Internet, and non-profit projects

Whitney Watson
Field Research Project Manager

Directed event and field research in retail, food service, and education

Lindy Hood
Senior Executive Advisor

20 years of management consulting experience in a variety of industries

Case study 1: Research ProActive[®] Sales



Challenge

Client wants to increase sales rep access to physicians and improve sales interaction.

ResearchPro Approach

What characterizes high- and low-access physicians?

What is the ideal physician – sales rep interaction?

Methodology

Interview physicians about their personal history → associate biographical markers with ease-of-access.

Discuss physicians' daily routine and non-patient interactions → determine the ideal sales rep interaction.

Solution

Sales reps anticipate physician access and deliver the optimal sales pitch.



Sales reps can predict physicians' willingness to meet based on simple biographical markers.

Physicians' histories indicate the preferred content and length of sales rep interactions.

Ideal incentives drive a new approach to low-access physicians.

Case study 2: Get off the bus



Challenge

P.E. firm concerned about customer satisfaction with target high-end vehicle company.

ResearchPro Approach

Do owners like their vehicles and the target company?

Does the target company's service satisfy owners?

Methodology

Interview registered warranty holders → characterize ownership and repair process.

Mine social media for references to vehicle → investigate polarized user experience.

Solution

Pass on deal.



Target firm withheld warranty registration data in a deceitful way.

Negative online press contradicted the target firm reputation, as presented to client.

Case study 3: Hospital contract



Challenge

Hospital ending trial period in bid for large government contract.

ResearchPro Approach

How do patients perceive the hospital and health care provided?

How can the hospital earn the government contract?

Methodology

Interview pilot patients → characterize experience and elicit feedback on quality of care.

Statistically analyze responses → identify and prioritize necessary improvements.

Solution

Decrease and justify wait times.
Improve facility cleanliness.

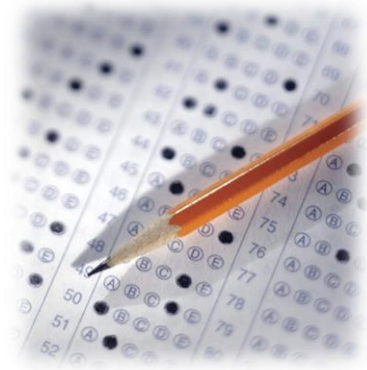


The hospital staff and quality of medical care satisfy patients.

Patients endure unexplained, extended wait times in emergency and examination rooms.

Patients describe the hospital's physical condition as dingy and dirty.

Case study 4: Top-grading a school



Challenge

P.E. firm conducting due diligence of for-profit professional school.

ResearchPro Approach

How competitive is the school?

Can the school improve and expand?

Methodology

Interview trade managers and business owners → measure value of and demand for brand.

Survey applicants, students, and alumni → determine school selection criteria, satisfaction, and job placement.

Solution

School leads local industry. Brand is poised to geographically expand.



Trade experts hire alumni over competitors based on credentials.

Students select school for quality of education and future career prospects.

Admitted students who chose not to attend primarily changed career paths.

School's strong reputation and market position allow for growth.

Case study 5: Spicy snacks, bland sales

Challenge

Client's new line of spicy snacks has flat growth.



ResearchPro Approach

Why are stores not ordering spicy snacks?

What part of the distribution channel is at fault?

Methodology

Interview store managers → determine decision-making process for product purchasing.

Directly observe sample snacks from shipping to store delivery → measure reaction to sample product at each stage.

Solution

Deliver spicy snacks directly to store management.



Sample snacks are delivered to retail employees.

Retail employees consume snack samples without informing management.

Management is unaware of new product.

Consumers do not influence this purchasing decision.

Case study 6: Findings that will floor you



Challenge

Client struggling to market an industrial flooring material to large public institutions.



ResearchPro Approach

What factors drive purchasing decisions in institutions?

How to position new material relative to competitors?

Methodology

Phone interviews with institutional managers → identify decision-makers and capture purchaser preferences.

Interview managers in person at a trade conference → gather detailed first impressions of physical sample.

Solution

Position material as economical balance of durability, aesthetics, and ease of maintenance.



Interviews reveal variable sensitivity to lifecycle and up-front costs.

Up-front price remains a deal-breaker for tight budgets.

First impressions note aesthetics but overlook durability.

In-depth understanding of the flooring lifecycle indicates replacement as the ideal market.

Leverage  RESEARCHPROS
to gain a competitive advantage

Gain insight through  RESEARCHPROS
network of experts

Benefit from a long-term business
relationship with  RESEARCHPROS

Contact us today:
Research Pros, Inc.
1525 E 53rd St., Suite 1106
Chicago, IL 60615
(773) 947-9500
www.researchpros.com