

# Press Release

## Kate Fleming to speak at PSMG in London

15th September 2009

### **Buyers in charge! – How commercial clients buy professional services.**

**Kate Fleming will use HuthwaiteFleming's extensive research into the changing buying patterns of commercial clients and analyse the results in this presentation.**

Commenting on the event Fleming says:

We all know the importance of understanding our clients' needs and delivering solutions which meet those needs, but in this highly competitive marketplace sales success relies on doing more.

In the increasingly complex sales environment that most professionals are working in, where more and more people are involved in the decision, understanding the clients' decision making process and knowing who can influence what is crucial for sales success. During this session we will explore the clients' decision making process, and strategies professionals can use to influence that process.

A key success factor is recognising that procurement is now increasingly influential in the purchase of professional services and in this session we will discuss how best to deal with procurement – whether this is third party procurement professionals or the client's own procurement teams.

Finally, having learnt how to influence decision making and the decision makers, firms need to know how they can differentiate themselves from competitors, which is our third topic of the day. The market for professional services is oversupplied, under differentiated and in the eyes of clients professional firms rely too much on technical expertise. For clients, technical expertise is a given and they use other factors to select and evaluate competing firms, so understanding how they do this is the key to successful differentiation.

We will also look at how to manage competitor activity at different stages of the sales process to strengthen competitive advantage.

HuthwaiteFleming has one of the world's largest databases of empirical research into sales effectiveness in major sales such as professional and financial services, some of which we will present during this session. Our current research programme is investigating the changing role of procurement and we will bring the latest findings from that, including dealing with online auctions.

From the discussions, a white paper will be produced and will be available by registering for a copy at [info@huthwaitefleming.com](mailto:info@huthwaitefleming.com)

To register for this event call PSMG on 0845 619 9886 or email [admin@psmg.co.uk](mailto:admin@psmg.co.uk)

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