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RESEARCH & CONSULTING

# Breaking Free: Empowering Clients to Take a Leap

Susan Saurage-Altenloh, PhD January 2020



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Overview



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Behind the RFP



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Reasons for Client Reluctance



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Privacy and Confidentiality



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Understanding Client Decision Drivers



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Recommending a Different Path



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Justification to Step into Less Familiar Territory



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A Happy Client is a Repeat Client



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Stories



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Additional Q&A



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A Final Thought



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About Susan

- Disruptive researcher
- Smarty pants
- Committed to actionable insights
- Perpetual student
- Great clients (even the large ones)
- Highly collaborative
- Gym rat, but hates cardio
- Talented chef & passionate foodie
- Technology addict
- Business owner
- Enduring educator
- Leading edge > bleeding edge
- Price rarely matters



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Market like you mean it.



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