

Research Process

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Industries

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**GOLDLINE
RESEARCH**

2009

EMPOWERING CONSUMER CHOICE

Goldline Research is an independent market research firm that evaluates professional services firms on behalf of consumers.

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Benefits For Businesses

For companies that qualify, appearing on a Goldline Research research guide provides a unique opportunity to:

Attract New Clients

Selection onto a Goldline Research research guide provides a unique opportunity to attract new clients in several ways including:

- ▶ Targeted Advertising: For example, using the designation (The Most Dependable™) and logo in local marketing efforts
- ▶ Direct Mail: For example, sending a mailer to potential new clients announcing the company's selection onto the research guide.
- ▶ Direct Sales: For example, using the research guide in face-to-face meetings with potential clients to provide third-party credibility.

August 21, 2009

Goldline Research Named to Inc. 5,000 List of Fastest Growing Private Companies in America >>[Read More](#).



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▶ Press Announcement:

For example, sending a press release to local media to gain local coverage.

Shorten Sales Cycles

Professional services companies often experience elongated sales cycles. This is partly due to the fact that many consumers do not have objective, third party research that they can use to evaluate prospective service providers. Providing a consumer with a Goldline Research research guide during the sales cycle confirms that you are a leading service provider and helps eliminate any doubt about your industry standing.

Stimulate Additional Referrals

Most professional services companies receive the majority of their new business from referrals. Stimulating your existing network and client base for continued referrals is one of the most productive means of generating new business. Sending an announcement to clients regarding selection onto a Goldline Research research guide provides a proven means of generating additional referrals.

Enhance Market Position

Being featured on a Goldline Research research guide announces that a respected independent third party has researched and confirmed the selected companies as leaders among their peers. Independent research is valuable in a competitive market.

Opportunities to leverage the designation include:

- ▶ Including a copy of the research guide in the company's marketing information, including stationery, business cards, marketing pamphlets and other marketing materials.
- ▶ Adding receipt of the award to the biographies of the executives of the company.
- ▶ Featuring the award on the company's web site with Goldline Research's logo and the logo of the magazine in which the award was published.
- ▶ Displaying the laminated copy of the research guide that Goldline Research sends to each selected company in its office for current and prospective clients.

Maximize Client Retention

According to Bain Consulting, it costs at least five times more to attract a new customer than to retain a

current customer. For companies selected to a Goldline Research research guide, sharing a copy of the research guide with current customers provides independent verification and validation of the company and reinforcement of the customer's decision to select a specific firm

Create Clear Competitive Differentiation

Every potential new client a company meets with asks himself or herself, "Why should I choose this firm over all of the other companies out there? Is this company the best choice for me?" Third-party research in the form of a copy of a Goldline Research research guide provides the client with a level of comfort to help accelerate the client's decision making process.

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