



1STRESOURCE
ESSENTIAL MARKET INTELLIGENCE



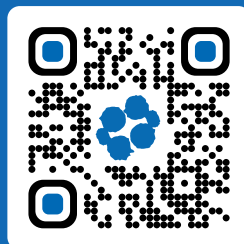
CUSTOMER INSIGHTS 

TO FUEL YOUR 

MARKETING 

 STRATEGY 

As Chief Outsiders' trusted research partner, we work side-by-side with you to provide robust insights that can drive your strategy forward at each stage of the Growth Gears.



Contact us to utilize expert insights and confidently inform your business decisions.

[1ST-RESOURCE.COM/CHIEFOUTSIDERS/](https://1st-resource.com/chiefoutsiders/)

303.587.0098

INFO@1ST-RESOURCE.COM

Inform Your Strategy with Customer, Prospect, and Market Insights from 1st Resource

1st Resource can help you achieve deep and actionable learning from customer and market insights to guide your go-to-market strategies.

1st Resource's proprietary approach uses both quantitative and qualitative research methods in the following areas of focus:



Win-Loss Analysis That Improves Sales Win Rate

Mine valuable customer insight data from your client's retrospective deal flow to enhance sales and marketing performance and feed your change agenda.



Ideal Customer Profile That Focuses Marketing Efforts

Combine key customer insights on behaviors, needs, and perceptions with firmographic data to drive account-based targeting, marketing, and sales strategies.



Loyalty Insights That Boost Customer Retention

Understand key customer relationship drivers to identify how to successfully impact customer loyalty, retention, acquisition, and referrals.



Market Opportunity Analysis That Validates Growth Initiatives

Strengthen your client's new product or market initiatives with rigorous vetting of your specific growth plans and opportunities to inform strategic decisions.



Customized Market Research That Delivers Critical Answers

Gain the vital insights you need to move forward with specific business decisions through focused research customized to your client's unique challenges and opportunities.

We're Your Expert Resource

1st Resource delivers the proven market research results you and your client need to confidently make informed business decisions.



Chief Outsiders' corporate and engagement research provider

Flexible partnering approach with tailored Chief Outsider programs



25+ years working with hundreds of clients across multiple industries

Experienced team that understands your clients' business challenges



Focused on translating data into actionable insights to impact your engagements



Pete Hayes | Principal & CMO, Chief Outsiders

“ 1st Resource is top notch. Their process is totally buttoned down; you know where you are every minute. Their experience shows in their research approach, and the resulting insights are invaluable. That's why they are a centerpiece of our ongoing market insight work. ”

“ The Win-Loss Analysis that 1st Resource conducted for my client had a really high impact on our priorities because it was data-oriented. It wasn't assumption-based. Because of that, it will actually move the needle on what we do. It shined a spotlight on identifying what the issues were in a way that we could not do internally. ”



Sharon Spooler | Managing Partner, Chief Outsiders

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