

Five Very Important Reasons that Tom Beggs of Stat One Research should be working for you.



Stat One Research

This is a brief introduction to Tom Beggs, a research consultant and moderator (CFGD) with over a decade of experience serving a variety of research firms, agencies, and start up to Fortune 500 clients.

For a few minutes of your time, Tom Beggs of Stat One Research would like to send you a Starbucks e-card and say thanks in advance for any input or direction that you may be able to give him.

One-man research firm scores coup

1.) Tom has over a decade of experience building relationships with the largest of clients.

This is intensive "boot camp" training from the real experts in the industry - research buyers from all sides of the business:

- * End users in the U.S. and abroad (*AT&T, Microsoft, Siemens, etc.*)
- * Agencies of all types (*BBDO, Ketchum, Edelman, Roundarch, etc.*)
- * Research and consulting firms of all sizes (*Nielsen, TNS, etc.*)

Stat One founder expects new business in wake of AT&T contract

Thomas Beggs is almost a one-man show when it comes to his marketing research firm, Stat One. Beggs, 28, is everything from customer service to sales to his fledgling business. Though he may be overworked,

Beggs, a Georgia State MBA student, founded his company in 1992 when he snagged his first client, New South Publishing. Since then, he has built a client base of publishing clients and expanded his operations into a central office in Atlanta and offices with AT&T, his first blue-chip client.

Beggs. He has accumulated more than 10 years of research experience, having worked in his father's research firm and at a variety of jobs with other research firms.

"Having a background with numerous suppliers enables me to combine the most-effective

2.) Tom has conducted hundreds of focus groups, thousands of IDIs, dozens of trade show studies, usability studies, and other types of engagements across over a dozen industries.

Industry experience:

- * Technology/ software/ internet
- * Healthcare/ pharma/ medical device
- * Financial services (banking, insurance)
- * Consumer packaged goods
- * Telecom/ wireless
- * Travel (hotel, rental car)
- * Trade shows/ associations
- * Media
- * Education
- * Energy
- * Construction
- * Industrial





3.) Tom understands client needs. From 2004 to 2007, he was one of them (Sr. Project Mgr. in the New Products Research Group at Turner Broadcasting).

Recommendation on LinkedIn from Tom's boss - V.P. of New Products Research:

"Tom worked for me at Turner Broadcasting Systems as a Senior Project Manager for New Product Research. Tom is an especially skilled qualitative researcher; managing and moderating focus groups and in-depth interviews. His training in the Synectics methodology gives him an especially keen skill at idea generation and brainstorming projects. Tom is also an astute quantitative marketing researcher and has developed a versatile "toolbox" of marketing research techniques and methodologies. One of Tom's greatest assets is his strong client orientation and enthusiasm for placing the interests and needs of his clients first and foremost. I would strongly recommend Tom as a knowledgeable and diligent marketing research professional."

4.) Tom conducts ongoing research with his own clients regarding his performance, just as he is with prospects like you in this promotion. Why would you want someone who doesn't?

The short answer is that you don't want a research consultant or moderator who can't tell you the last time that he or she did anything more than ask his or her client informally - "how am I doing?"

The difference is that Tom knows with precision what his largest clients like most, like least, areas of improvement, how he compares to competitors on several attributes, etc. This is valuable intelligence that Tom gathers regularly and uses in the same manner as the clients that hire him.

Comparison of Stat One Research to other research suppliers



5.) Tom wants your business. So what? Here's what: Tom is also offering you a delicious cup of coffee for a few minutes of your feedback so that he can improve, even if he gets zero business from you. That's just how he is.

Here's what else: If you are willing to talk to Tom via phone about your needs, Tom will offer you better value than you are getting right now.

Thanks in advance for your feedback related to this marketing piece and what Tom can do to obtain your business!