

# 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 Synectics trained moderator (CFGD) with over two decades of experience serving a variety of research firms, agencies, and start up to Fortune 500 clients.

# One-man research firm scores coup

*Stat One founder expects new business*  
*of AT&T contract*

CONTRIBUTING WRITER

Thomas Beggs is almost a one-man show when it comes to his marketing research firm, Stat One. Beggs, 28, is everything from customer research to advertising for 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, clients and expanded his operations into a consulting firm. Beggs has worked 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

**1.) Tom has two decades 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.*)



## 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.) Along with more experience, Tom has more training...



- Certified Focus Group Director from Greeley Institute
- Synectics training in new product focus groups
- Updated continuously via trade shows, events, webinars, etc.

## For select clients, Tom also provides training.

- Best Practices in Qualitative Research
- Maximizing ROI in Research
- New tools, methods and approaches

Tom provides hands on one-on-one and group training for new and experienced users and practitioners of qualitative research. This comes from over two decades of real world experience as well as Tom's ongoing training and study from leaders in the industry. While Tom does not offer certification in focus group moderation - Tom does bring client teams and individuals up to speed with new and traditional methods used in the field, best practices, what works, what doesn't, and why across hundreds of qualitative research engagements for dozens of clients.

# 5.) Tom conducts ongoing research with his own clients regarding his performance. 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

