# Understand Why People Choose. Win More Decisions.

We uncover what shapes a choice, improve the messages, journeys and tools that influence it, and measure what happens next.

**HUMAN INSIGHT. COMMERCIAL OUTCOMES.**

WHAT YOU GET FOR THE MONEY

### A clear understanding of why people choose — or do not choose — your company, offer, experience or next step.

Then we turn that insight into changes across message, offer, proof, journey and CRM — and measure what happens.

## What You Can Count On After You Hire Us

### 1 UNDERSTAND

Establish the baseline and uncover the evidence, context, friction and meaning shaping the decision.

**Replace assumptions with human insight.**

You know why people choose.

### 2 IMPROVE

Change the messages, offers, proof, journeys, CRM workflows or conversion moments with the greatest influence on choice.

**Replace scattered activity with focused action.**

You improve the moments and workflows that matter.

### 3 PROVE

Measure the agreed business outcome and show what changed, what did not, and what to do next.

**Replace opinion with evidence.**

You know whether the work changed the outcome.

THE PROMISE

You will understand the decision better, act on what matters most, and have evidence of what changed. We measure the work against an agreed business outcome — not activity for activity's sake.

WHAT DO I GET?

# The Service, Side by Side

Choose how much ownership you want — from senior decision insight to continuous improvement to hands-on operation of the buyer journey.

| | DECISION ADVISORY | DECISION GROWTH | DECISION ENGINE |
|---|---|---|---|
| **WHAT YOU CAN COUNT ON** | **Clarity:** know what shapes the decision and what to change first. | **Progress:** improve the moments most likely to change the outcome. | **Ownership:** an operating partner improving the buyer journey, CRM workflows and conversion points. |
| **WHAT WE DO** | Study buyer/customer evidence, message, offer, proof and friction. Set the baseline and priorities. | Test message, offer, proof, journey and conversion changes — then measure what worked. | Co-manage buyer journeys and CRM workflows; improve sequences, routing, landing pages, CTAs and dashboards in HubSpot, Roho or Marketo. |
| **WHAT YOU GET** | Baseline, evidence-backed diagnosis, prioritized actions and monthly scorecard. | Everything in Advisory + weekly improvement loop, up to 2 experiments/month and scorecard. | Everything in Growth + weekly cadence, up to 4 experiments/month, CRM/journey optimization and revenue-linked measurement. |
| **CADENCE** | 2 executive sessions / month | Weekly working session | Weekly operating cadence |
| **COMMITMENT** | 3 months | 6 months | 6 months |
| **BEST FIT WHEN...** | You need to understand the decision before investing more. | You want ongoing improvement of an important commercial decision. | You want HDG improving the buyer journey and CRM workflows — not just advising. |
| **MONTHLY** | **$2,500** /mo | **$5,000** /mo | **$10,000** /mo |

## The Decisions We Help Improve

Start with one decision that matters

**B2C**
Visitor → purchase
First purchase → repeat purchase

**B2B**
Meeting → opportunity
Opportunity → close

**ANY BUSINESS**
Inquiry → action
Customer → referral / proof

START WITH ONE DECISION

**What important choice would create the most value if more people made it in your favor?**

*CRM/platform licenses, paid media, production and other third-party costs are separate.*