

Tips for Executives to Listen and Translate the Market & Customer Voice for Actionable Results

| <i>Listen</i> | <i>Translate</i> |
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| <ul style="list-style-type: none"> ▪ Realize slight wording adjustments can make big impacts to both how you ask the question and within the specific answer (just like a golf swing) | <ul style="list-style-type: none"> ▪ Translate results into implications Why is it important? What does it mean to you? What action do you need to take? Why is it relevant? |
| <ul style="list-style-type: none"> ▪ Actively listen, objectively & fully | <ul style="list-style-type: none"> ▪ Ensure results are actionable |
| <ul style="list-style-type: none"> ▪ DO NOT pre-judge or pre-suppose | <ul style="list-style-type: none"> ▪ Be forward looking |
| <ul style="list-style-type: none"> ▪ Probe, probe, probe & then probe again (unpeel the layers of the onion) | <ul style="list-style-type: none"> ▪ Look deep to gain insights into the motivators of behavior & emotional responses |
| <ul style="list-style-type: none"> ▪ Always be listening & looking for gaps, opportunities & differentiators | <ul style="list-style-type: none"> ▪ Look for the underlying causal drivers & motivators |
| <ul style="list-style-type: none"> ▪ Be relevant to your audience - Ask questions that matter | <ul style="list-style-type: none"> ▪ Do not just report the results |
| <ul style="list-style-type: none"> ▪ Watch for bias (in questions, in qualification of respondents, research method, interpretation, etc.) | |

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About Strategic Marketing Solutions

Led by Deb Siegle, a marketing professional with more than 25 years of experience, Strategic Marketing Solutions is a consulting practice that specializes in building effective marketing and customer loyalty programs and experiences. Strategic Marketing Solutions focuses on delivering pragmatic, actionable results. The practice undertakes the following types of projects:

- Market research (qualitative and quantitative)
- Competitive Assessments
- Feasibility studies
- Training
- Meeting facilitation
- Customer loyalty drivers, programs and experience
- Seminars, programs, conferences
- Develop and launch products and services
- Branding and messaging