

Question Areas to Probe for Richer Answers:

- Why buy you?
- Why stay with you?
- Why leave you?
- Why Choose/Purchase your category?
- What brings prospects & customers to the category?
- What keeps them away?
- Why choose you over competition?
- Once interested, how do they differentiate & select solutions?
- What do they know/believe about your company & competitive brands?
- What are the key characteristics of the 'ideal' solution in the customers/prospects minds?
- How can your company most effectively differentiate itself?
- What are the unmet needs?
- What are the innovation opportunities?
- Are there ways of describing what business your company is in that are more strategically advantageous?
- What are the most salient differences & similarities of your target market segments?
- What are the change, pain points, & challenges your customers/prospects face?
- What is working & why?
- What is not working & why?
- Identify what has changed
- Probe for opportunities & gaps
- Test key messaging that resonates w/target audiences
- What specific new products/services can you offer that are truly valued (current and future – customer mindsets)?
- Where/What are the sources trust for you – influencers?
- Provide insights into underlying core motivators
- Uncover the implications for the brand, messaging & product strategy
- Reveal opportunities to solidify your brand & customer loyalty
- Identify new or better target market audiences
- Identify gaps that need to be bridged between perception and delivery or desired brand identity

© 2008 Strategic Marketing Solutions. All rights reserved.

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

The logo for Strategic Marketing Solutions is a dark blue square with the words "STRATEGIC", "MARKETING", and "SOLUTIONS" stacked vertically in white, uppercase, sans-serif font. Each word is separated from the others by a thin white horizontal line.

STRATEGIC MARKETING SOLUTIONS

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 and programs
- Seminars, programs, conferences
- Develop and launch products and services
- Branding and messaging