Guest,

Welcome to:

What Does Your Customer Need Vs What Your Sales Team Wants

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here:

Featured Guest:
Ron Means
RHMeans and Associates, Inc.
Vistage Group Chair
Phone: 805-402-1883
Email: RON@RHMEANS.COM
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Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
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- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance
HOW WE ALL START OUT

- BIG IDEA…START COMPANY, DIVISION, LINE
- CUSTOMERS ASK FOR MORE
- SALES TEAM ASKS FOR MORE
- MARKETING WANTS MORE FEATURES
- ENGINEERING INVENTS NEW FUNCTIONS
- CUSTOMER GETS FRUSTRATED (HOW DO I TURN ON THE HOME THEATRE/TV?)

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THE CHASING YOUR TAIL GAME

- SALES TEAM WANTS TO ELIMINATE OBJECTIONS
- ENGINEERING WANTS TO PLAY WITH TOYS
- MARKETING LOOKING FOR GOOD COPY
- CUSTOMER IS CONFUSED
- WHAT/WHO WERE WE DOING THIS FOR?

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LET’S LOOK BACK IN TIME

- CAMERAS – COMPLICATED
- PENTAX SLR – MAJOR BREAKTHROUGH
- AUTO SHUTTER – AUTOMATIC EXPOSURE
- AUTO FOCUS – POINT AND SHOOT
- MINIATURIZATION – SHIRT POCKET CAMERA
- KNOWLEDGE BUILT INTO CAMERA
- CUSTOMER NEVER WANTED A CAMERA

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SONY MAKES A BREAKTHROUGH

- HOME HI-FI BECOMES COMMONPLACE
- COMPACT SYSTEMS GO INTO BEDROOM/OFFICE
- CAR AUDIO SYSTEMS REPLACE OEM WHAT NEXT?
- CUSTOMER SPENDING MORE TIME OUTSIDE ACTIVITIES

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WHO ASKED FOR A WALKMAN?

- CUSTOMER NEED Dictates product development
- CUSTOMERS Didn’T KNOW THEY wanted a 'WALKMAN'
- TECHNOLOGY was available BEFORE product was available
- WHEN THE CUSTOMER has a need RESOLVED, IT’S A SIMPLE decision to buy

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LET’S TURN THINGS AROUND

- HOW DO WE GET INTO OUR CUSTOMERS’ SKIN?
- WHO IS OUR CUSTOMER
- DO WE HAVE MORE THAN ONE LAYER OF CUSTOMER?
- WHERE ARE THE PRIORITIES?
- DO WE SPEAK OUR CUSTOMERS’ LANGUAGE

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CASE STUDY – JBL

- IDENTIFIED A VERTICAL MARKET OPPORTUNITY
- REVERSED OUR THINKING
- HIRED VERTICAL MARKET MANAGERS
- STUDIED THE USER
- ANALYZED THE DATA
- BRAINSTORM
- THINK SOLUTIONS, NOT FEATURES
LESSONS LEARNED

- GET TO KNOW YOUR CUSTOMERS’ NEEDS
- ASSUME YOUR CUSTOMER DOES NOT KNOW
- UNDERSTAND NEEDS AT EACH STEP IN THE CHANNEL
- USE YOUR RESEARCH AS A SALES TOOL
DON’T ASK DON’T TELL

- OBSERVE
- GET INTO THE CUSTOMERS’ HEAD
- DOCUMENT THE PROCESS
- BRAINSTORM FOR SOLUTIONS

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IT’S ALL ABOUT THEM

- WHAT’S THE ULTIMATE NEED
- HOW DO I SATISFY THAT NEED
- MAKE THEIR LIFE EASIER
- LOWER THEIR COST OF DOING BUSINESS WITH ME

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Thank you for attending

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Click Here to contact our Featured Guest directly.

Click on this link to sign up for our upcoming Open Line:
How to Identify Embellishments During An Interview

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