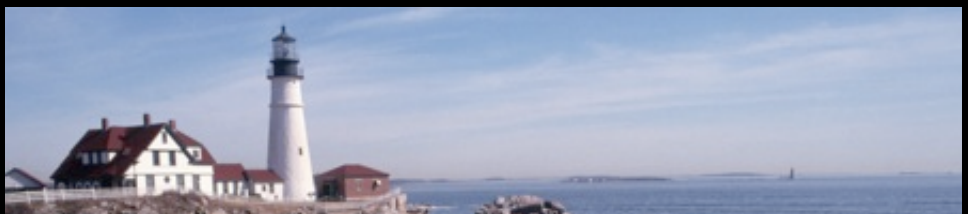




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**Guest,**

**Welcome to:**

## **What Does Your Customer Need Vs What Your Sales Team Wants**

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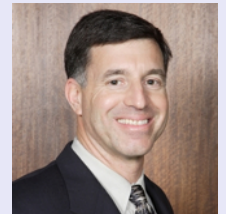
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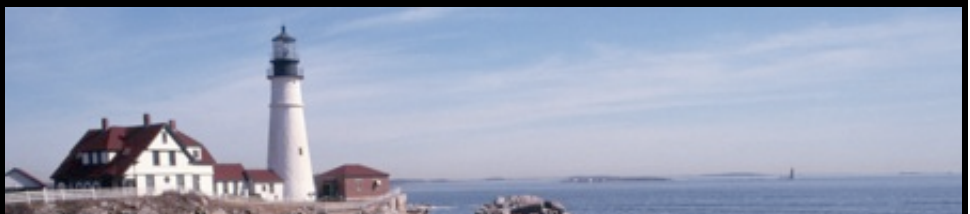
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## HOW WE ALL START OUT

- 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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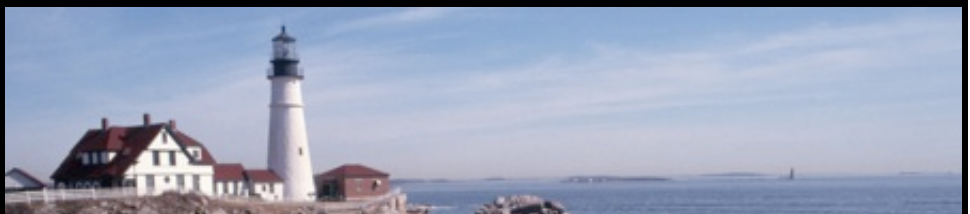
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## THE CHASING YOUR TAIL GAME

- 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?

2



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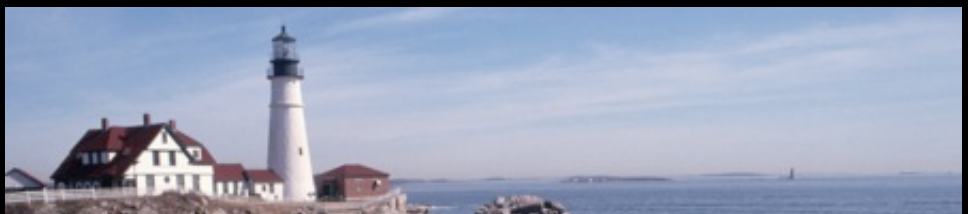
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## LET'S LOOK BACK IN TIME

- 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

 3



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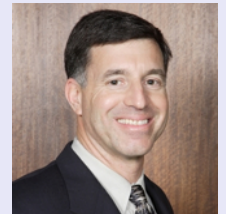
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## SONY MAKES A BREAKTHROUGH

- 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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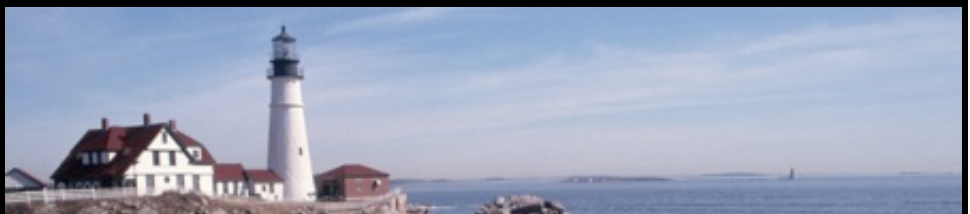
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## WHO ASKED FOR A WALKMAN?

- 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

5



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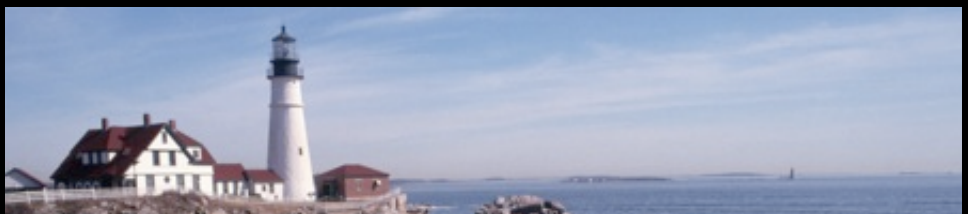
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## LET'S TURN THINGS AROUND

- 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

6



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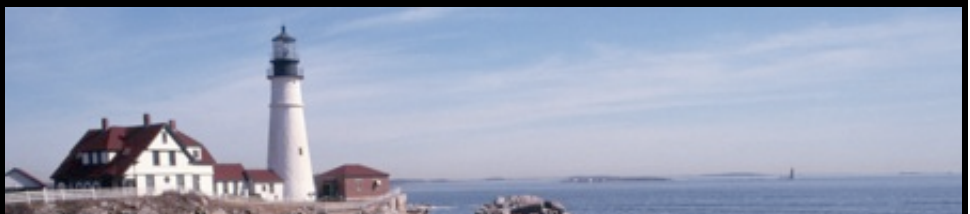
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## CASE STUDY – JBL

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



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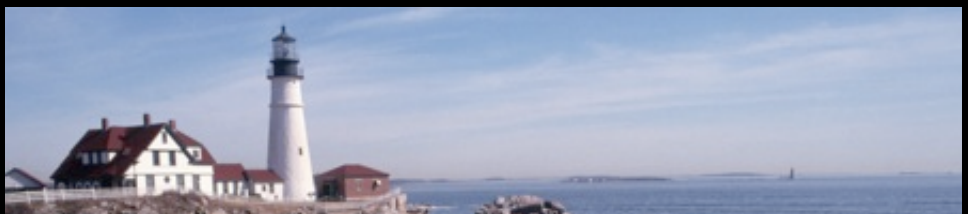
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## LESSONS LEARNED

- 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



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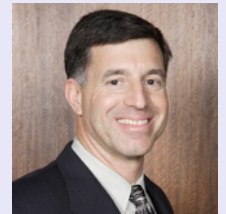
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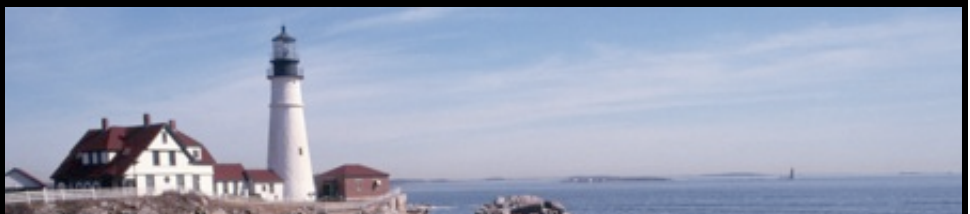
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## DON'T ASK DON'T TELL

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



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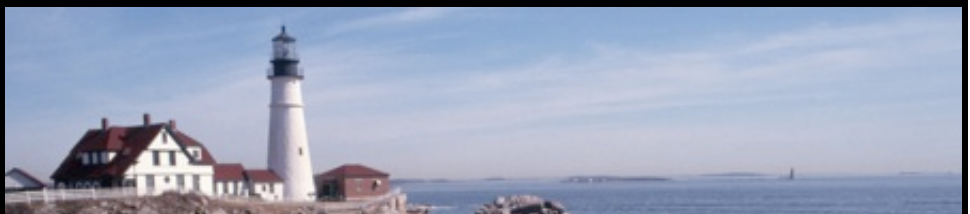
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## IT'S ALL ABOUT THEM

- 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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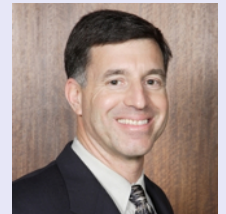
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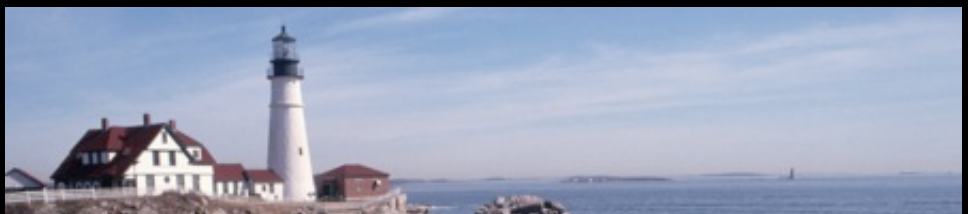
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