

PRESENTATION OUTLINE

1. Introduction

- a. Who am I
- b. What do I do
- c. How I can help you

2. Research, Planning & Competition

- a. First Impressions are vital to your business success
 - i. Areas include the visual appearance or presentation of your store or office...yourself...company transportation, signage, printed marketing materials, product displays, and all forms of advertising.
- b. Always Build a Win-Win Business Relationships
 - i. You cannot expect customers, employees, business alliances and suppliers to be loyal to you and your brand if you don't treat them with respect. You must strive to build situations and relations in which you ALL stand to win.
- c. Develop a Clearly Defined, Unique Selling Proposition.
 - i. Marketing Must – have a clearly defined, unique selling proposition...**“Why will people choose to do business with you, or purchase your product or service instead of doing business with a competitor?”** In other words, what ONE feature or combination of features is going to separate your business from competitors? Will it be better service, a longer warranty, better selection, longer business hours, more-flexible payment options, or a combination of all these and more? You should be able to sum up your unique selling proposition in one clearly defined sentence that makes customers say, **“I understand why I should buy from you.”**
- d. Know Who Your Customers Are and What They Need
 - i. Marketing is knowing who your customers are...what they need & providing it to them. Customers change, their needs change, and the marketplace and competition constantly changes. Your task, is knowing, who and what your customers need at any given

moment. It requires constant attention if you plan on staying one step ahead of the competition and what to make a profit.

- e. Make it Easy for People To Do Business With You
 - i. You must always remain cognizant of the fact that few if any customers will work hard just for the privilege of giving you their hard-earned money. The shoe is on the other foot – you must work hard to earn your customers’ business and make it as easy as possible for them to do business with you. You have to be accessible...your staff should be knowledgeable about your products and services you sell...and you must be able to provide customers with what they want and need when they want and need it....

- f. Make Customer Service One of Your Top Priorities
 - i. How important is customer service? Even if you ignore the simple fact that without customers you have no business and concentrate only on the proven fact that it is ten times easier to sell to an existing customer than to try and find a new one...It’s safe to say that customer is the more important aspect and definitely qualifies as a marketing must. Tear apart your current customer service program and policies and carefully analyze everything that you are now doing: What can be improved and what will have the biggest beneficial impact right away? The truth is about customer service is that if you are NOT prepared to go the extra mile for your customers, a competitor gladly will.

- g. Talk is Cheap, Prove It To Them
 - i. Proof is one of the small-business owner’s most tangible and marketable assets, making it an absolute marketing must. With proof will come credibility and trust, all of which will go a long way to build your business...Don’t just tell prospects and customers how great your products and services are – show them, educate them, and prove to them beyond any doubt that your marketing claims are built on results, not something that you pulled from thin air. Use customer testimonials, statistics, and most of all be prepared to overcome objections with believable and credible explanations if you want to earn your customers’ business and loyalty for life.

- h. Always Sell the Benefits

- i. Your advertising, your sales presentations, your printed marketing materials, your product packaging, your trade show exhibit, your signage – every time that a person comes into contact with any marketing message from your business, you must always be selling the BENEFITS associated with your product or service and not the FEATURES. A treadmill may have 30 features, but the salable benefit is the fact that if you buy and use it you will become more physically fit. **We can tell you all about the features about a website that we build, but the fact is that the benefit of one of our sites is that people will find you on the search engines and that you will sell more product or services.**

- i. Make Branding the Cornerstone of Your Marketing Activities
 - i. Brands sell, they don't have to be sold. Develop a unified corporate image and marketing message and consistently project and deliver both in all your business and marketing activities. If brand management becomes a regular business activity, then brand management becomes habitual and not an afterthought.

- j. Constant Contact, Follow-Up and Follow-Through with All Customers.
 - i. Constant contact, follow-up and follow-through with customers should be the mantra of every small business owner. Talk is cheap, and customers are never won for the long term by what you say, but by what you do. Keep in close contact with customers so you know what they need. Follow up with them after the sale to make sure they are 100 percent happy with their purchase. **Follow through on every promise you make.** Create a customer database system that enables you to update customer files, plug in their individual needs, and track their purchasing history and overall satisfaction with your business, employees and what you are selling.

- k. Reduce Buying Risk to Increase Profits
 - i. One of the biggest obstacles to overcome to ensure that prospects buy and that your customers buy more often is . . . RISK! You must develop ways to reduce the risk associated with buying your goods or services, especially if you are a new start-up business, introducing a product or service or have plans for rapid growth. You can reduce risk by offering a trial product or service period, no-hassle money-back guarantee, installment or other creative payment plan, or by using customer testimonials that show prospects that other people have purchased before them and have benefit because of it.

I. Always Ask for the Sale

- i. Marketing, advertising and promotional activities are completely worthless regardless of how clever they are or how much money you spent to develop them unless one simple thing is done: ASK FOR THE SALE. As much as it helps to be a great salesperson, an advertising copywriting whiz, or a pr specialist, the average small business owner will win more times than not by following one simple rule: ALWAYS ASK FOR THE SALE. In your advertising, ask people to buy. In your store, ask people to buy. In your signage, ask people to buy...**the last eight words that you ever say to a prospect or current customer should be, “How would you like to pay for that?”**

m. Master the Art of Negotiation

- i. Becoming a master in the art of negotiation provides two benefits. First, it will enable you to never leave money on the table in terms of negotiating with a customer over a sale. And second, when you know how to negotiate, you will buy products and services for resale or use in your business for less, and more importantly, on better terms. Simply learning to master the art of negotiation will increase the average small-business owner's bottom-line profits by 5 percent or more annually, based on nothing more than selling your goods and services for 2.5 percent more and paying suppliers 2.5 percent less. And when you look at it in these basic terms, you see how 2.5 percent would seldom be the basis of a deal breaker with customers or suppliers.

n. Go Out of Your Way to Get Involved

- i. An important marketing must is to get involved with the community that supports your business. Go out of your way to help local charities and community events. Join associations and clubs that concentrate on programs and policies that are designed to improve the local community for the better of all residents. Besides the fact that its every small-business owner's responsibility to help support the local community, this will open many new doors in terms of networking, prospecting and increased selling opportunities.

o. Why Spend Time Researching?

- i. A marketing plan is only as strong as the research foundation that it's built on; a lack of research makes the plan just words on paper and nothing more. A marketing plan is a strategy, a road map compiled from information about how and when you will reach certain objectives and goals. By researching the various components of business-customers, products, services, competition, marketplace trends, customer service, the industry as a whole, and technology – you gain the insights you need to construct the marketing plan.
- ii. Without research you do not know if you are paying too much for an advertisement, or if that advertisement even reaches your target audience. But then again you may not know who the target audience is because there was no research conducted to identify the target audience. It's funny, we might spend a day researching various kinds of DVD players before we buy one – the manufacturer, the warranty, the features, the price and the reputation. All this work spent researching an item that costs perhaps \$250. And even worse, it's an item that has no direct impact on our income or livelihood.
- iii. But how much time did you spend on research before you committed to that \$500 a month Yellow Pages ad, or that \$2,000 golf tournament sponsorship, or that \$5,000 you spent to have a new four-page color brochure designed and printed? At some point, we are all guilty of not committing to and conducting the proper research to maximize our marketing plans. This includes neglecting to conduct the proper research to maximize that plan and not putting forth the effort to ensure the best results. Knowing this is the first step to committing to a new marketing plan, or revamping the old one. Simply put, research gives you the answers so you don't have to make assumptions. Here are a few examples of what research could reveal:
 1. Whether shoppers are prepared to pay \$200 for your custom-manufactured picnic tables before you invest \$100,000 in the manufacturing facility.
 2. If the local marketplace can support a fifth weekly newspaper before you get the presses rolling.
 3. Whether expanded store hours will make your business more profitable before you hire ten new employees to meet staffing requirements.
 4. If your product will sell overseas before you set up international distribution channels.

p. Defining Primary Data

i. Primary data is the data and information that you generate through various methods of research or that you collect from your customers, suppliers, employees, subcontractors, prospects, and business alliances. The way you can collect this data is nearly unlimited. Some forms, such as formal surveys, cost money to develop, conduct, tabulate, and analyze while other methods, such as listening to what your customers are telling you, are absolutely free for the taking. Here are a few ways that you can collect or generate primary data:

1. Talk to customers, employees, suppliers, and business alliances.
2. Conduct formal or informal surveys and polls and question people to learn more about your customers, market, products and services.
3. Host brainstorming sessions or focus groups.
4. Analyze your customer and prospect database to learn more about your customers' buying habits and their needs.
5. Conduct product or service sampling exercises and demonstrations.
6. Install a suggestion box in your store, office, or Web Site and encourage employees and customers to make suggestions, comments, or complaints.
7. Make general observations about your store, customers, products, services and marketplace and record these observations.
8. Observe the competition and compare

ii. These are only a few ways to collect and record primary data...business owners are surrounded by primary data; the key to success is not to be OBLIVIOUS to this information. Make a conscious effort to collect and compile this data so that it can be analyzed and acted upon accordingly for the benefit of your business and bottom-line profits.

q. Defining Secondary Data

i. As the name suggests, secondary data comes from outside or secondary sources – such as government agencies, nonprofit organizations, business associations and privately and publicly

held corporations – that have generated, collected and compiled the data. Like primary data, this information can be used to learn more about your business, customers, competition, industry – basically any aspect of business or marketing that you want to understand better for the benefit of your business. Obtaining secondary data for research and planning is very easy; it's everywhere, and much like primary data, the vast majority of secondary data is free for the taking. Below are some sources you can go to obtain valuable secondary data:

1. Local, state and federal government agencies
2. Library and Web sites
3. Business, industry and trade associations
4. Media companies, publishers, radio & tv stations
5. Schools
6. Non Profit associations
7. Books, newspapers, magazines, trade papers, newsletter and reports
8. Suppliers, competitors and business alliances

ii. However, before you consider the source, you must first identify your research and marketing objectives. What do you want to fix? What do you want to learn? What type of data are you seeking? What is it you wish to accomplish with the use of this secondary research data? Here are some of the sources that available for secondary information.

1. Patent, copyright and trademark data
2. Manufactured products specifications
3. Demographic statistics
4. Psychographic data reports
5. Public opinion polls
6. Transportation data
7. Media survey and polls
8. Legal data
9. Business statistics
10. International statistics
11. Pricing data
12. Arts and entertainment information
13. Political statistics and data
14. Crime statistics
15. Weather statistics
16. Military statistics

17. Personal finance and monetary markets data

- iii. The point of all of this is there are unlimited sources for secondary data and information that is available for you to tap into for research and marketing planning purposes. It would be worth your while to look at them.
- r. Defining Quantitative and Qualitative Data
 - i. Quantitative data is expressed in numbers, quantities and percentages. The vast majority of data analyzed and used by small-business owners to create marketing plans and marketing strategies is quantitative data. The reason for this is straightforward: Because quantitative data is expressed numerically, it is very tangible and measureable. It's easy to transfer in to charts, lists and graphs and apply to planning. Examples include:
 1. Results of a questionnaire that asks yes or no questions. The results can be tabulated into numbers; either a fixed quantity such as 53 said yes, while 47 said no, or in percentages such as 53 percent said yes and 47 percent no.
 2. Comment cards that ask customers to rank your service(s) on a scale of 1 to 5. Once again, numbers such as 15 people out of 30 who ranked your services gave us a 5 out of 5.
 3. A survey conducted by you as the primary source or by a secondary source that revealed 55 percent of woman under the age of 25 plan on having two children before they reach 35 years of age.
 - ii. Quantitative data is valuable to small-business owners because it enable them to look at and understand the marketing place in broad terms at a glance.
- s. Qualitative Data

- i. Qualitative data is not expressed in tangible numbers, but in rather in answers and statements. It's what people say about your business, products, services, prices, quality, or just about anything else that cannot be grouped or placed into numerical terms and results. For example,
 - 1. Surveys, questionnaires, or polls where people freely answer questions in their own words, not by giving multiple choice, ranking, or yes or no responses;
 - 2. Open discussion groups, such as forums and focus groups, that generally consist of your target audience and who are encouraged to speak openly or comment about how they feel about or perceive a product, service, price, value or quality; and
 - 3. Informal discussions held with customers, suppliers, or employees wherein their personal comments about questions you ask are recorded, such as, "I think the price of the widget is more than most people can afford or would be willing to pay."

- ii. Qualitative data is valuable to small-business owners because it can reveal more precise details about what your customers think of specific things relevant to your business.

- t. The Geographics, Demographics and Psychographics Data Trail
 - i. Identifying your customers and prospects, in other words your target audience, is a process that should be broken into three distinct groups: geographics, demographics, and psychographics. In marketing this is commonly referred to as market segmentation and enables you to know who your customers are, where they come from, and what common characteristics they share. It is the combination of these three market segments that will help you to identify and group your customers and to create a target customer profile.

- u. Geographics
 - i. Geographics is segmenting your customers geographically, such as by country, state, city, neighborhood, and right down to the street. This information is really the beginning of the process of trying to segment and identify your target customers. Where do your customers, come from, or where, are your customers located? While your goods or services may sell well in Toronto, that certainly doesn't mean you will automatically enjoy the same

market acceptance and success in Tampa. There are five basic questions that have to be considered and identified in terms of geographics:

1. Where are your target customers geographically located?
 2. Is the target audience in the geographic area large enough to be profitable?
 3. What is required to access that geographic area?
 4. What means of promotion is available to tap the target market in that geographical area?
 5. Will the target audience respond to the promotional activities?
- ii. Even on a basic level, geographical segmentation is extremely valuable information. i.e. the owner of a retail shoe store that is located in the center of the city can access his customer database to find out in which part of the city the majority of his customers live. Knowing this information will enable the shoe-store owner to then target marketing and advertising efforts in that area of the city that the majority of his current customers live.

v. Demographics

- i. Demographics is segmenting your customers by sex, age, race, religion, education, income, profession and so forth.

Demographics can be further expanded to include information such as the type of car that your customers drive and how many people reside in their houses. **Demographics are statistical facts about the population.** It's the second step in determining who your target customers are. Start by compiling a list of what you know to get the demographics ball rolling:

1. Are the majority of your customers or your target audience male or female?
 2. Into what age range would the majority of your target audience fall?
 3. Is the majority of your target audience married, single, or divorced?
- ii. These are just a few of the demographic profiling questions that need to be answered. If you are already in business, start by surveying your current customers and prospects for answers. If you are looking for demographics information to help target

potential customers, then start with local government agencies, schools and business associations to find this secondary demographics data.

w. Psychographics

- i. Psychographics is segmenting your customers by their common characteristics such as lifestyle, values, behavior, and opinions. Psychographics is used as a continuation of geographic and demographic data. Once you know where your target market is (geographics) and who your target market is (demographics) then you can begin to find out what they think and care about (psychographics) in terms of your business and what you sell or provide.

Start by asking a few basic questions:

1. **What do my customers have in common? Perhaps many belong to one particular local association, group or church.**
 2. **What do my customers care about most: price, quality, fast service, value or wide selection?**
 3. **What do my customers read or watch on televisions? What activities do they participate in on weekends?**
- ii. You can make basic assumptions in terms of psychographical profiling of your target market, providing they are logical assumptions. For instance, it is a safe assumption that the target market for \$200,000 sports cars are not young families that reside in the suburbs.

x. Customer Database Research

- i. One of the best sources of primary research data available to you, is your own customer database. Information from a well-maintained and planned database can reveal the average age of your customers, whether the majority are male or female, where they live, who buys the most often, and what the average sales value of their purchases are. However, because in order to use your customers database to generate and compile valuable primary data, you must first have a customer database.

Don't worry if you are not plugged into your customers by way of a database; it's never too late to get the data train rolling. Though the type of information that you choose to capture and record

about your customers will change depending on your business and marketing needs, the following are a few suggestions:

1. Name of individual (customer)
2. Name of company, including contact people and titles
3. Type of company and related information such as product/service description, number of employees, etc.
4. Address, including mailing address if different from the physical location
5. Telephone number, fax number, e-mail address(s), Web site
6. Job description/job title
7. Demographic information including age, sex, education, etc.
8. Buying history including date of first purchase, date of all subsequent purchases, type of purchases, units sold, average units each sale, average value each sale, sale value to date.
9. How a person became a customer, for instance networking, cold call, advertising (which one), trade show, sales visit, etc.
10. Customer Ranking
11. Special requests, complaints, payment history.
12. What specific benefits and features are needed and/or wanted.

y. **Informal Surveys** and Discussions Research

- i. Another method to generate and collect primary data is to informally survey or discuss particular business or marketing-related topics with people that assist in delivering or divulging the type of information you want to meet your specific objective. These people could include:
 1. Current and past customers
 2. Suppliers, subcontractors and business alliances
 3. Community leaders and those who influence the decisions of others
 4. Employees, consultants and trains
 5. Current and past prospects
- ii. The informal survey or discussion sessions could happen over a coffee break, at the point of purchase, during a business or social function, or just about any other place or time. Even something as routine as asking a customer if she enjoyed her steak dinner is a

way of collecting primary data. It is the customer's response and your reaction to the response that will dictate how this data is used in your business.

z. **Formal Survey** Research

i. Formal survey research consists of polls, questionnaires, or surveys, or whatever you want to call them. Some of them include:

ii. Mail Surveys

1. They are a popular way to find out what your customers and prospects think. They can be developed and conducted in two ways. The first is to create a survey and mail it to current and past customers on your in-house mailing list (if you have one). You can also rent mailing lists that are compiled from people who meet your target audience. The second method is to have your survey published in a newspaper, magazine, newsletter or trade journal that is read by your target audience and ask readers of these publications to complete the survey and mail it in or drop it off at your office location. In both cases you will likely have to provide some sort of incentive to motivate people to take the time to complete and mail in or drop off the survey. The incentive or special gift could be that by doing so their names will be automatically entered into a contest, or you can send them back a discount coupon, gift certificate, or a free gift or product. Most of the formal surveying methods will cost in the range of \$5 to \$50 per person when direct costs and indirect costs are combined, something important to keep in mind when budgeting.

iii. Ballot and Comment Surveys

1. Holding a contest in association with your survey is a great way to motivate people to participate. You can develop contest entry ballots and comment cards that ask specific questions regarding what you would like to learn about your customers, products or services. These ballot survey cards can then be dropped into ballot boxes as a way for customers and prospects to enter your contest. Ballot surveys can be distributed in your store, at malls, trade shows, seminars in the form of tent or table cards, and through the mail...Remember, each card can be added to your data base.

iv. Telephone Surveys

1. Calling your customers or target audience at home or at the office is also a survey method, but one that requires skill and a thick skin to do well. Better left to the professionals, but if you want to try, make sure to call in the early evenings and business consumers during the day. Evening calls are best placed between the hours of 6:00 PM and 8:00 PM and daytime office calls on Tuesdays, Wednesdays, or Thursdays between 10 AM and noon or 2:00 to 4:00 PM.

v. Online Surveys

1. An easy, fast and frugal way to conduct customer and prospect surveying is to do it on the Internet. This can be accomplished through your own Web site if you have one. Alternately, there are literally hundreds of survey services that for a fee will develop a survey for you and place it in Web sites on the internet that are frequented by your target audience. Online surveys are great for small business owners who are on tight budgets and need results quickly.

vi. In-Person Surveys

1. In person surveys are another way you can find out what your customers and target audience thinks about your products and services. This can be done at your office location, at malls on weekends with permission or at trade shows and seminars. Be sure to carefully develop your questions prior to conducting the survey and don't let respondents take you down paths that you have not planned for nor need information about.

vii. A Few Survey Question Tips

1. Start by identifying exactly what you want to learn from your customers' or prospects' responses. In other words what is the marketing objective of the survey?
2. Ask closed questions such as those that require a yes or no response, or multiple choice if you want quantitative results. Alternately, ask open-ended questions that require respondents to write down how they feel or what they think if you want qualitative results. Of course you can combine both methods to meet specific survey objectives.
3. Make sure that your wording in the questions is not biased toward the answer that you would like to receive. You would be amazed at how easily this can happen because of

your own expectations and perceptions. The surveying exercise should always be focused on real results, free of bias, leading or manipulative questioning techniques.

4. Pretest your survey prior to wide release to make sure that your questions are easily and clearly understood and that you have not inadvertently placed questions out of the desired sequence order. Pretesting also ensures that the survey can be completed in a reasonable amount of time so respondents do not terminate early.
5. Choose wording carefully so that it is easy to read and understand; skip technical jargon, slang words and abbreviations.
6. Questions should be very easy to answer; never make a respondent have to work or think hard to answer because they won't. Many people view surveys as fun, so if possible try to stick with easy multiple choice, straight yes or no, and "on a scale of" questions. The easier and more fun you make it, the more likely they will fully complete it honestly and accurately.

viii. Web Resources

1. www.oneminutepoll.com: One minute poll, customizable survey and poll software.
2. www.websurveyor.com: Web Surveyor, customizable survey and poll software.

ix. Customer Service Inquiries and Complaints Research

1. Customer service inquiries and complaints are perhaps one of the best sources of primary data that you can collect, record, and analyze simply because it comes directly from the source that can make or break your business. Call it the standing-in-front-of-you-and-knocking-you-over-the-head type of important research that every business owner has to be totally aware of. Start by recording all customer inquiries and complaints you receive and use the information to find weak areas within your business, products, services, staff or customer-services policies- basically repetitious problems that need to be corrected. By recording and analyzing customer's inquiries and complaint information you will generally start to see patterns developing and you will be able to react and plan accordingly. Additionally by recording complaints, you'll be

able to measure the performance of your supplier's products and services as well. Once again, if you find that patterns start to develop with a particular supplier, you'll be armed with the information you need to confront that supplier and look for mutually beneficial ways to fix the deficiencies or find a new supply source. Reacting to the same problem over and over and over accomplishes nothing, but costs a lot in terms of time, money and potentially lost customers. It's not only important to listen to what your customers are saying, but even more so to act on what is revealed through these inquiries and complaints.

x. Get Schools on Board to Help with Research

1. Would you like to conduct focus groups, market research surveys and new-product testing forums, but unfortunately it's not in the financial budget? If so, perhaps you should look to local schools as a possible solution. Many schools offer small business owners the opportunity to work together in joint partnerships with business and marketing students to assist in things such as market research, new product forums, marketing plans and marketing polls and surveys. Start by creating a proposal outlining the details of the marketing activity you would like to conduct or research. Once that's ready, set appointments with school administrators, teachers and professors of local institutions and pitch your proposal. As a rule of thumb, most teachers and schools see these types of partnerships as a win-win situation. Students need real-life experience that classroom training can't provide, but you can. If your proposal is well planned and can provide students with beneficial learning opportunities, you will have few problems forming these partnerships and thus find a cost-effective solution for conducting various types of marketing research and planning activities. **(Bring up example of statue at the California Credit Union League - had a student do it for a project and saved over \$10,000).**

xi. Homemade Focus Groups

1. One of the best ways to research the viability of a new product/service is to conduct a focus group to see if people like the product/service and its features, benefits, competitive advantage, durability, reliability, performance and price point. The only problem is that conducting focus groups can be very costly...Consequently as an inexpensive research solution, consider creating your own homemade and hand-picked group of people to form a focus group to test, suggest, and report on your product or service. Begin by selecting the members of your group inside your primary target audience...see the following tips:
 - a. Ideally the focus group should comprise six to eight members to ensure accurate results. The members of the group should be representative of your target audience for your product/service.
 - b. Create a general outline of the topics, points, and ideas that you would like the group to consider, but remain open to the process and allow for deviations from the outline if warranted and useful.
 - c. Everyone in the group should be made aware of the fact that their input, ideas, suggestions, and complaints are important and will be heard. Each person should have the opportunity to voice their individual opinions. If you feel the individual opinions could sway, influence, or alter group opinions, then let each individual describe his or her experiences or thoughts about the product or service in private. Once this has been completed, have them discuss and debate the merits and faults openly as a group.
 - d. Provided you get the OK from everyone in the group, consider taping the discussions to ensure that no information is overlooked or left unrecorded.

xii. Look-Out-The-Window Research

1. One method that should never be overlooked or underestimated by small business owners is the good old look out the window method of collecting primary data for marketing and business planning purposes. What's going on in your trading area and community? Is the market growing, has it matured, or is it declining? What is your competition doing? Are they expanding, remaining static, or going out of business? What is the overall state of the

local economy? Is it heated and energized or are people lined up at the unemployment office looking for work? Even something as simple as counting passing motorist and pedestrian traffic at peak and nonpeak hours can help you compile information in terms of selecting a retail location. Look out the window research is more than looking out your window in the literal sense. It's keeping your finger on the pulse of the community at all times to keep in step with trends and gain knowledge and have access to information that can affect your business and decisions you make in planning for the future.

xiii. Customer Demographics Questionnaire

1. The more you know about your customers, the better informed you will be about who they are and what they like. More importantly, you can create a customer profile that will enable you to clone your best customers. Once you create this questionnaire, distribute it directly to your customers in person, by mail, fax or e-mail. Stress that they do not have to include information that will identify them personally, and that the information will be held in the strictest of confidence and used only internally so you can understand and better serve your customers needs. Additionally, you may wish to include a small incentive such as a discount coupon or gift as a method to motivate people to complete the questionnaire. Some resources include: www.demographics.com & www.srds.com...

xiv. Target Customer Profile

1. Once you've compiled and analyzed all of your research data, you should have a very good idea of who your target customers are and the special characteristics that make them your target audience. As this point you should create a simple profile of your target customers, so you can use the profile as a handy tool when planning advertising and marketing activities. However, keep in mind that you will want to update your customer profile every year. Some of the areas to include:
 - a. Sex
 - b. Age Range
 - c. Where do my customers live
 - d. Education Level

- e. Income (Personal & Family)
 - f. Occupation
 - g. Hobbies & Interests
 - h. Common Characteristics or Lifestyle (i.e. go to church)
 - i. What is (are) the biggest benefit(s) my customers get from buying my products/services
2. General Questions such as - Do my customers own homes, card, travel often...

3. Marketing Plans

- a. Why Plan

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For a personal consultation please fill out the form at:
<http://www.internet-marketing-4-small-business.com/questionnaire.html>