



Welcome!

Session 3:

Understanding the Needs of Research Buyers

BEFORE WE BEGIN



Closed captioning is available in the Zoom menu bar.



Post your questions in the Q&A pod.

Use Chat window for comments + to connect during the webinar!



A recording and slides will be shared.

Our Host:



Steve Henke

Founder & CEO, Harpeth Marketing



SALES SUCCESS IN MARKET RESEARCH: ESSENTIAL SKILLS, STRATEGY & INTEGRATION



Creating & Developing Partnerships

Two Corporate Researchers' Perspectives



SALES SUCCESS IN MARKET RESEARCH: ESSENTIAL SKILLS, STRATEGY & INTEGRATION



Who We Are



Karen Kraft



Jamila Watson





We Get It... New Business Is Critical To Your Success



The Corporate Researcher Spends A Lot Of Time:



Empathizing &
Humanizing Consumers



Finding The Truly Unique
Point Of Difference

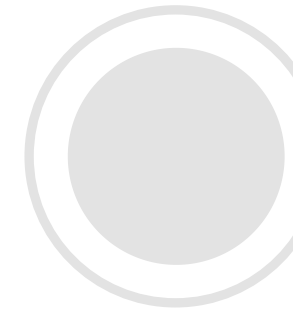


Identifying & Quantifying
Risk

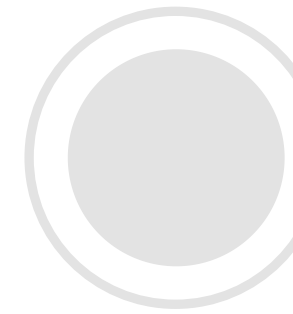
Use A Human Touch



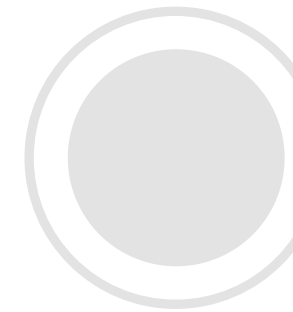
Things To Remember



We're not buying widgets - we're buying insights to drive our businesses



Many of us have highly developed soft skills – use yours to take the time to learn about us



Invest in in-person opportunities; our inboxes are overflowing

Share What Truly Makes You Shine



Things To Remember

Know your competition

Specializing in everything isn't believable – if you're good at lots of things, that's great, you're well-rounded

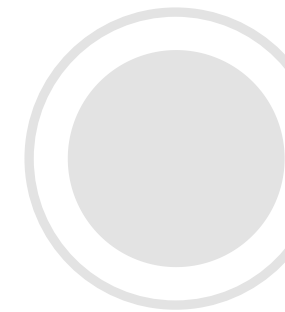
A recommendation/case study from an existing client speaks volumes



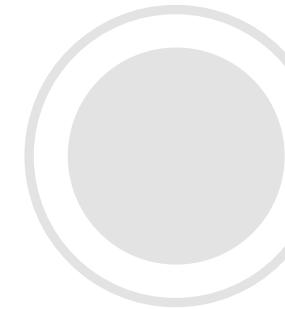
Help Us Lower Risk



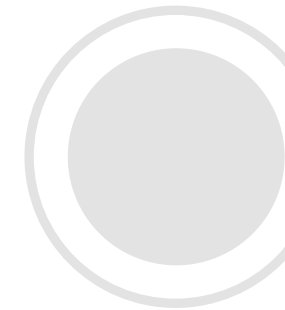
Things To Remember



Our companies make \$\$\$\$ decisions based on our insights



Suggest we enter through the shallow end of the pool



Understand that patience often pays off

Corporate Researchers should **elevate** relationships beyond the transactional level

collaborative

ROLE

assistive

consultant

strategic partner

process

project

SCOPE OF SERVICE

Source: Aami Heiskanen


how we elevate external partners




SALES SUCCESS IN MARKET RESEARCH: ESSENTIAL SKILLS, STRATEGY & INTEGRATION



grant core
team status



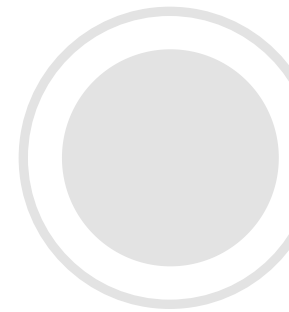
share the
ownership



invite them to
the adult table

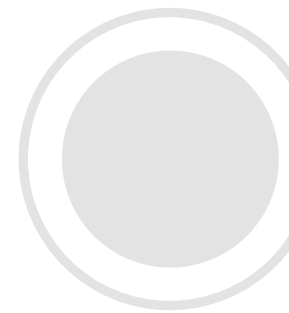


Rock the “critical team member” title



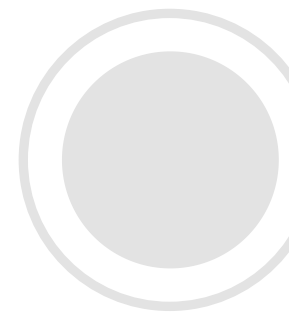
DELVE DEEPER

Get beyond the “BOS!”



UP THE ANTE

Boost level of accountability



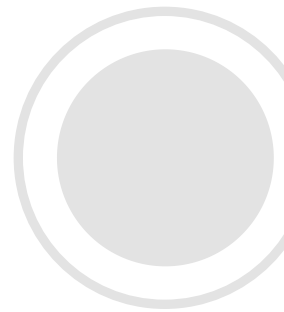
EMBRACE THE CONSULTANT MINDSET

Ladder up to recommendations & implications

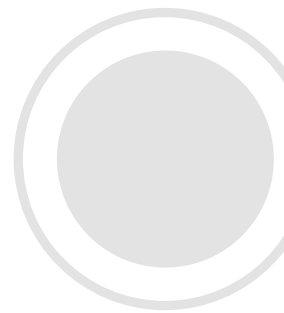
LEVEL UP



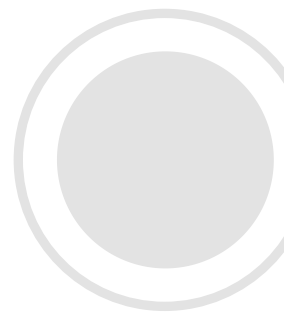
You did the work! Own the insights, too



DON YOUR SUPERPOWER
BRING IT TO THE CHALLENGE!



EMBODY THE “WISDOM OF THE TEAM”
FIND WAYS TO LEVERAGE THE COLLECTIVE
POWER OF ALL



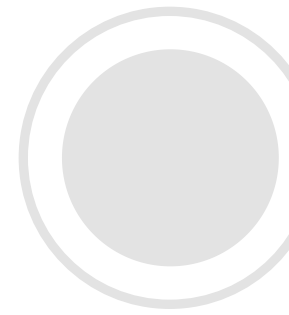
SHARE THE WEALTH
OFFER WAYS TO SYNTHESIZE, ALIGN AND
CO-CREATE



SALES SUCCESS IN MARKET RESEARCH: ESSENTIAL SKILLS, STRATEGY & INTEGRATION

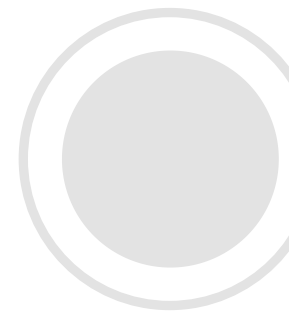


Grab a chair & get comfortable



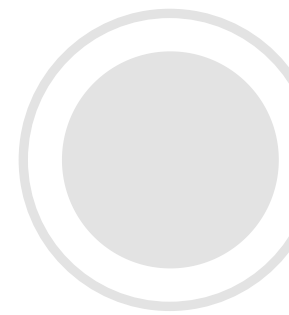
BE EXPECTANT

HELP US HELP YOU GAIN TRACTION & GET EXPOSURE



BE READY

ACCOUNT FOR INCLUSION IN SOCIALIZATION EFFORTS



BRING THE "WOW"

SPOTLIGHT WHY WE CHOSE YOU AS OUR PARTNER

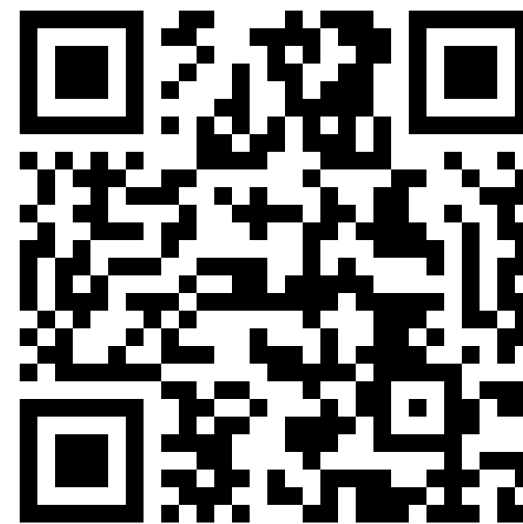
QUESTIONS OR COMMENTS?

Connect With Us!



Karen Kraft

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Consumer Insights &
Analytics
Johnsonville**



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Research Advisor
FedEx**