



Insight Research

A DIVISION OF FRANK LYNN & ASSOCIATES, INC.

WHAT YOU DON'T KNOW ABOUT YOUR *NON-CUSTOMERS* COULD HURT YOU IN 2007!

While many suppliers have enjoyed strong growth in recent years, more and more are forecasting a potential slowdown in 2007. One of the most common, and unplanned for, reasons is a failure to **target and plan** penetration of new customer segments and put a strategy in place to reach them.

Are you concerned that the existing customer segments are not going to support necessary growth?

Are some of your competitors getting more aggressive in pricing, which could hurt your profitability?

Do you really know enough about your competitors and what they are doing to get more business in 2007?

Take advantage of Insight Research's three-week research package that will provide action-provoking insight on what you need to know to drive up 2007 sales to your ***non-customers!***

How will you benefit from Insight Research's three-week audit?

Involvement in the Design

You will work closely with our Insight Research team to identify your core objectives for the research. Together, we will also define the end-user targets for the study. For example, suppose you are a manufacturer targeting your products to small or mid-size plastics manufacturing companies you feel are likely buyers of your products, but you have no current business relationship.

What do you really need to know?

You need to know how small to mid-sized plastic manufacturers prefer to buy. You need to know what steps should be taken to have them consider your products during the buying process. You may need to understand their expectations regarding service and availability of inventory so you can adapt your current processes.

Whether you sell to plastics manufacturers or to financial institutions, the end-user customers in each market buy their goods and services for very specific reasons. And, to effectively grow your customer base and drive sales and market share, you need to gather this critical market knowledge with a proven professional approach and methodology.

Our team will develop a discussion guide based on your questions and a list of companies, approximately 40, to target over the course of a three-week period. From the respondents, we can cover topics such as

- > Overview of buying process for new vendors
- > Analysis of competitors already in place and likelihood to displace
- > Budget overview
- > Sourcing preferences
- > Other issues impacting penetration

Project Deliverables

Here are guidelines on typical audit deliverables. We will work with you to customize the insight you would like on your non-customers! This is all included in our package pricing.

Key Question	Audit Deliverables
Who are my <i>non</i> -customers?	<ul style="list-style-type: none"> > Descriptions of the customers your company doesn't see today > Profiles of the types of companies in these segments, plus insight on their budgeting for 2007 for your products/services
Why are my <i>non</i> -customers buying from my competitors?	<ul style="list-style-type: none"> > Information on product, service, bundling, pricing and channel strengths of your competitors > Buying behaviors that leave your brand out of the picture > An understanding of WHY this happens
Is my company being considered during the purchase decision?	<ul style="list-style-type: none"> > Assessment of weakness factors affecting your presence to your key non-customer segments > Presale consideration and sources of information > Sales channel presence factors to consider based on customer procurement habits
Where do I make changes now to get the biggest impact in presence to these customers this year?	<ul style="list-style-type: none"> > A multi-scale assessment is provided to help you assess change and prioritize resources to reach new target customers

What is the investment?

While it is dependent on the size and number of segments you prioritize, a typical three-week audit covering two defined customer segments will cost approximately \$18,000 to \$20,000, plus direct expenses incurred (e.g., phone, report production).

We understand that there are characteristics specific to your industry and want you to feel you are getting targeted, primary research and not "off-the-shelf" information. We will provide a one-hour complimentary phone discussion to talk about your challenges and determine how this can benefit you.

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Bonus!

If you decide to have an audit done and schedule it before March 1, 2007, we will include one complimentary registration for a spring workshop in 2007. This is a \$995 value! Please visit www.franklynn.com/workshops for more information about our workshop offerings.

Why work with us?

- > We have more than 30 years of experience in delivering market-based insight
- > It is highly likely that we have worked in your B2B industry - whether it is industrial, commercial, construction or other contractor-driven markets
- > Our client base is diverse. We understand the needs of small, growing businesses, and large multi-regional organizations. Our services can be delivered from our offices through North and South America, Europe and China
- > We thrive on repeat business. Your satisfaction is a requirement. To exceed your expectations is our goal

Yes, I am interested in learning more. What are the next steps?

Please contact Jeanne Fec, Insight Research Managing Director, at jmfec@franklynn.com or (312) 558-4820 to discuss your customized three-week research package.