

**RIGHT NOW,  
SOMEONE,  
SOMEWHERE,  
IS LISTENING TO  
YOUR CUSTOMERS!**

**THEY WANT TO  
STEAL THEM  
FROM YOU.**

Smart brands are listening to customers everyday to find new ways to disrupt business as usual by stealing them from their competitors.

The question is what are you going to do about it?

## **Today's demanding customers often expect perfection and can be brutal in this "always-on" era of social media and commerce where they text, tweet, and talk non-stop to their friends and followers.**

This can mean utter chaos – or a golden opportunity – if you are willing to proactively listen to them. The secret to successfully acquiring and retaining customers is to intimately understand their goals, frustrations, and obstacles in life. In other words, help solve their problems by moving them from pain to gain.

How can you help your customers live the lives they want and still profit in the process? By reorienting your thinking around "jobs to be done" instead of "products to be sold." When you shift your thinking to being hired to do jobs, it's no longer just a product or service for sale; it's improving lives.

Customers need to solve these problems, so they hire products and services along the way to accomplish just that. Some jobs are purely functional, other are emotional or ancillary. This requires deeper insight, but many organizations fight this notion because they already have products and services to sell in the marketplace, regardless of the needs of potential customers.

At MarketPower Group, we have conducted over 100,000 customer interviews across multiple industries to understand why people make the decisions they do. A clear pattern emerged that revealed nine powers that today's customer's wield over every company. Our book, *Customer CEO: How to Profit from the Power of Your Customers*, lays out a roadmap of how companies can win their minds, hearts and wallets through proactive engagement. "Customer CEO" is the perfect metaphor for today's customer. In the past, businesses could dictate terms, price, and features. But, now transactions have given way to relationships that the customer controls.

The social era means having 24/7 relationships whether you want them or not.

For example, marketers once believed that their customers made up their minds about a product or service in the first few seconds of exposure to it. This initial moment of physical engagement in an aisle, showroom or with a sales person is called the "First Moment of Truth." This moment is clear proof of a brand's advertising success or failure in terms of awareness and interest.

But, now with the explosion of social marketing, customers are having a "Zero Moment of Truth" that occurs every time they go online to research a product. Independent studies now prove that over 70% of people do online research prior to purchase.

## **Now's the time for you to "Zero-In" on your existing, former and future customers before your competitors do.**

This is much more than an old-school Voice of the Customer survey. You must engage their minds, hearts and guts. You won't discover deep insight in big data analytics because they only deliver a rear-view mirror picture. You need to know "the why" to build a better business in the future. Customer insight will help you:

- Learn the real jobs they are trying to do and how you can be hired to do them.
- Discover how to improve the customer's experience, engagement and loyalty.
- Co-create innovative products and services.
- Create more effective marketing campaigns by understanding their stories.
- Test new ideas before wasting resources to bring them to market.

There are many new and exciting methods available to gather this information that is faster and less expensive than ever before. At MarketPower, we use these cutting edge techniques to help our clients zero-in today for greater success tomorrow.

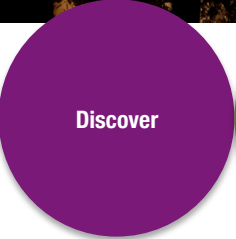


# How Do You Zero In?



**Define**

The business problem or opportunity.



**Discover**

Real needs and jobs to be done. (Insight)



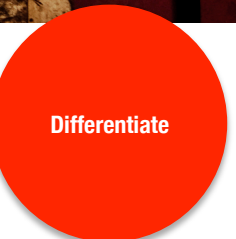
**Understand**

Pain points along their journey. (Empathy)



**Invent  
Improve  
Simplify**

Analyze, interpret and translate both internally and externally.



**Differentiate**

Increased profitable and sustainable growth.

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