



WHAT A VIEW!

Kjerag, Norway

Plan accordingly

It depends

Challenging

Not impossible

30% are brave

Reward

Why Sensory Makes Business Sense

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RESEARCH

One on One Interviews (n=8)

Online Survey (n=120)



Suppliers – internal & external

Clients – sensory & non-sensory



PLAN ACCORDINGLY

Relationship building

Communication styles

Objectives

Design

Analysis

**TRUST IS
#1**



PLAN ACCORDINGLY

Understand the big picture

Know what success looks like

Know the business beyond the project



IT DEPENDS

Everything changes

Where?

When?

Why?

How?

**Be
flexible!**



IT DEPENDS

The only constant is change...

The business environment is constantly changing!

CHALLENGING

Personalities

Miscommunication

No communication

Clarity

Design

Results



CHALLENGING

Build the relationship!

Trust, trust, trust...

Don't just give results, meet with clients and discuss

Answer the So What?

Put yourself in someone else's shoes



HANG IN THERE!



NOT IMPOSSIBLE

Hard work

Investment in time

Relationship building

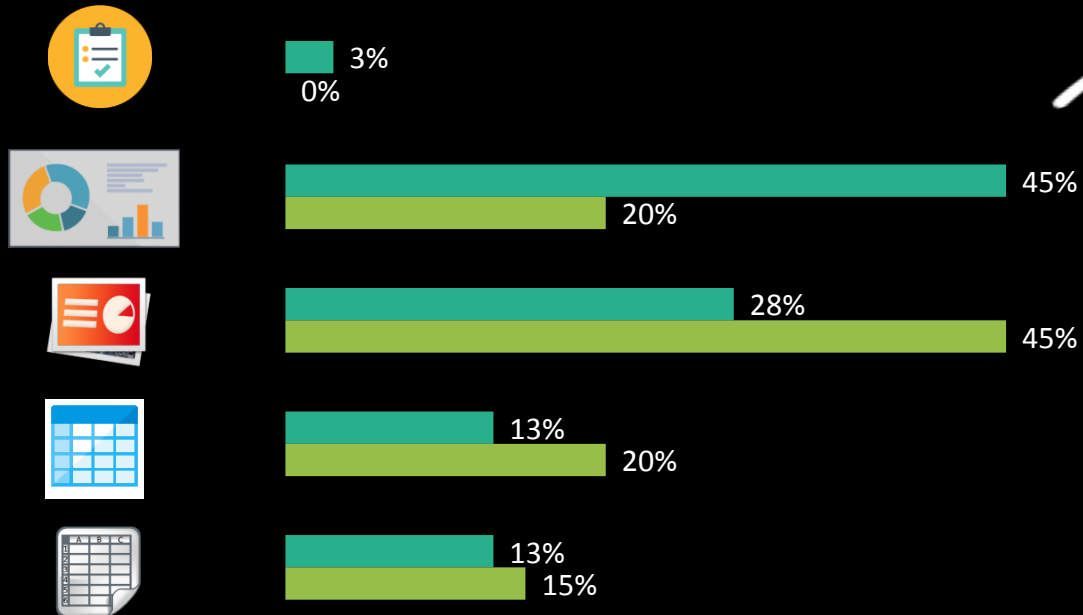
TRUST is possible

PARTNERSHIP is possible

Suppliers think
this gap is much
closer

Internal Suppliers
are doing a much
better job!!

CLIENTS SAY:



Clients want:

Short presentation

Executive Summary & Recommendations

Some of the key data, what I like to see

Suppliers are delivering:

Long presentation

Notes on each page

All the data in tables or charts

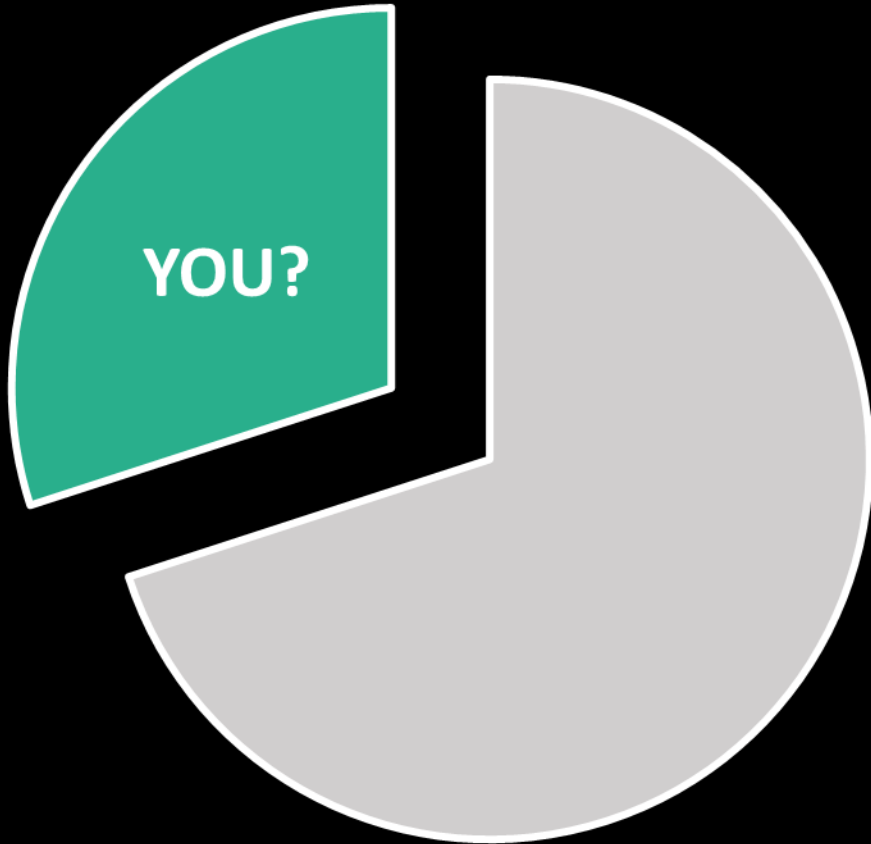
Client needs to draw conclusions



NOT IMPOSSIBLE

Why the gap in client expectations?

Know your audience



30% ARE BRAVE

Care

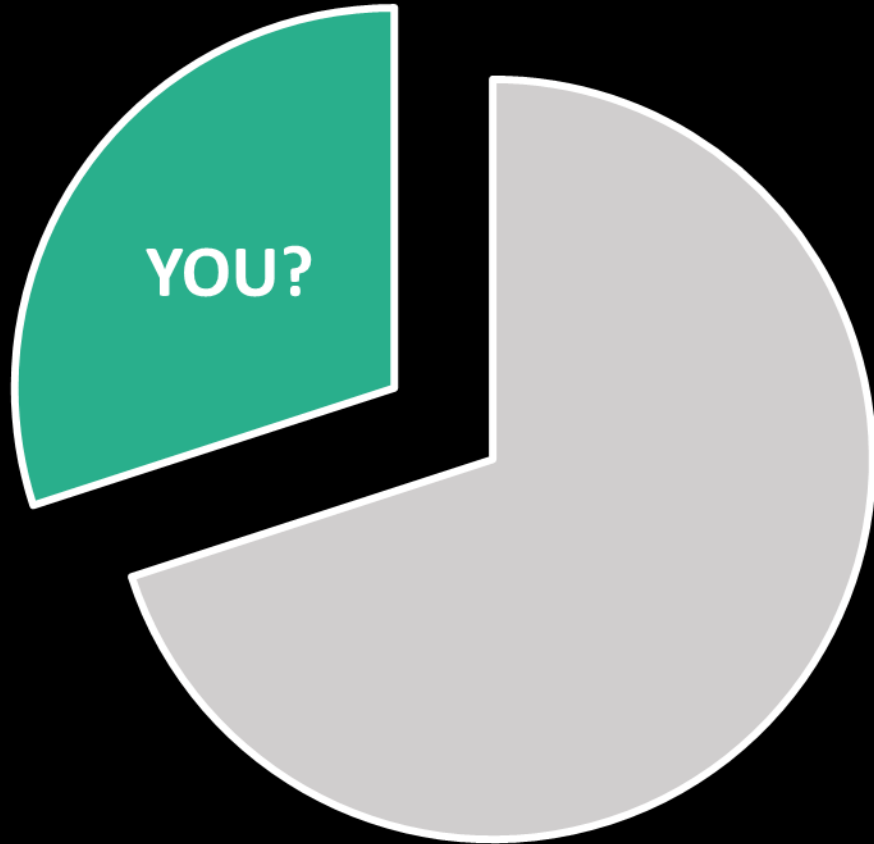
Be personable

Approachable

Relatable

Make their life easier

**Are you
brave?**



30% ARE BRAVE

Translate

Communicate

Discuss

Build a Relationship on Trust

ANALYSIS

Stated Importance	Relationship 101	DEAL MAKERS/ BREAKERS
	Not Important	AHA! MOMENTS
	Correlated Importance	

Must Haves

Key Drivers

HIDDEN DRIVERS

Relationship 101 for
Marketing/MRX/Insight
Clients:

*Provide actionable
recommendations*

*Communicate in a way they
understand*

*Provide results the way they want to
see them*

Relationship 101 for
Sensory/R&D Clients:

*They have learned how to
communicate with their suppliers in
a way they understand*

MAKE OR BREAK

TRUST

OBJECTIVES MET

COMMUNICATION

Additional HIDDEN DRIVERS for Marketing/MRX/Insight Clients:

Helps clarify objectives & recommends alternate research designs

Understands the business beyond the project

Helps me look good to my boss

Additional HIDDEN DRIVERS for Sensory/R&D Clients:

Relationship with supplier beyond the research

Communicates with me the way I understand

Provide results the way they want to see them

AHA! MOMENTS

SUPPLIER = TRUSTED ADVISOR

SUPPLIER = PARTNER



THE JOURNEY

Plan accordingly

It depends

Challenging

Not impossible

30% are brave



THE REWARD





EPIC SELFIE

MAKE YOUR CLIENT LOOK GOOD!

CLIENTS:

Share

Communicate

Engage

Rewarding

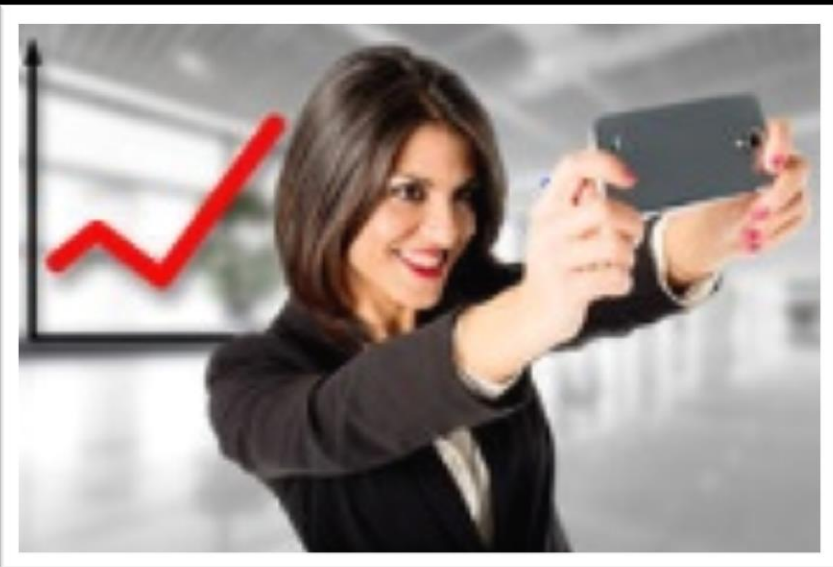
SUPPLIERS:

Know the business

Add value

Communicate

Deliver



THE REWARD

AN EPIC SELFIE!!

CALL TO ACTION

1. BE BRAVE
2. BUILD THE RELATIONSHIP
3. IMPACT YOUR BUSINESS



ACKNOWLEDGEMENTS

Qualitative Interviewees: Thank you for your honesty and insight

Quantitative Survey Participants: Thank you for your feedback

Photos:

http://i.dailymail.co.uk/i/pix/2012/01/05/article-0-0F57D4BC00000578-547_634x472.jpg

<http://www.prestonbailey.com/wp-content/uploads/2010/11/Overcoming-Challenging-Obstacles.jpg>

<https://themindofanentrepreneur.files.wordpress.com/2014/12/finish-line.jpg>

<https://thumbs.dreamstime.com/t/woman-success-selfie-mountain-peak-young-happy-hiker-doing-self-portrait-summit-winter-mountains-climbing-inspiration-47003010.jpg>

<https://thumbs.dreamstime.com/t/selfie-office-ceo-success-60199646.jpg>



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