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
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

Suppliers think this gap is much closer

Internal Suppliers are doing a much better job!!
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

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<th>Stated Importance</th>
<th>DEAL MAKERS/BREAKERS</th>
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<tr>
<td>Relationship 101</td>
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<td>AHA! MOMENTS</td>
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<td>Correlated Importance</td>
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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*
AHA! MOMENTS

SUPPLIER = TRUSTED ADVISOR

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

SUPPLIER = PARTNER

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
THE JOURNEY

Plan accordingly
Not impossible
It depends
30% are brave
Challenging
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
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