### **CUSTOMER NEEDS ANALYSIS**



JUN. 12 AT 12PM CT
REGISTER NOW

The "Seven Steps To Selling Success" series of live presentations helps sellers navigate the seven critical steps to making a sale. In this session, the RAB's Customer Needs Analysis System.



Jeff Schmidt SVP/Professional Development RAB









## Start with WHY?





	1			RA
This fo areas t	Inventory Ana	Advertising/Marketing:	What are the Sell son	How do potential and existing purchase?
pain ar engage	What is your go	Mindshare = Market share Where are you on the ladd	o Increase o Change	
for thos		Trible die job on ale lade	Align will     Find nev     Get peo	Does someone measure tra
First fo	Do you have ar	THE	o Beat / ki	Does that activity match the
	How do you eva	(4-),4 (4-)		How relevant do you find so
		STRENGT		Are you more concerned wi your existing fans/followers
	How often does			
	Profit Centers:		Strengths of c	What are some examples o digital, social, mobile and so
				You've spent \$
	Profit Center			the one thing everyone will
				How do you measure the si
Secon 2.				A year from now, how will w
***				What is your common phras
	What keeps you		Marketing/Ac	platforms?
			How have you	Do you have a tag line or po
Third 1		Promotions/Sales/Eve	What form of	
3.		January February	What is your	
			What do you	
			What is your	
Fourth 4.			What is the go	
		July August	What do you	
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			Why aren't the	
			How are user	
		What has been your bes	now are user	

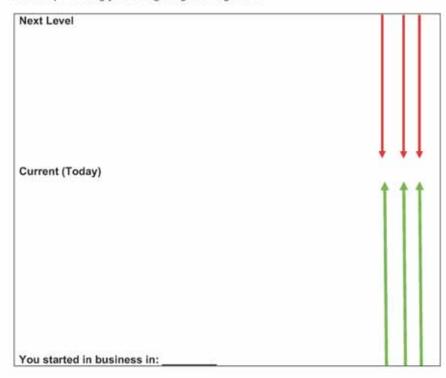
Why?

### RAB Customer Needs Analysis System

### Force Field Analysis

Start at the bottom with the year you started in business, and then list all the things that got you to where you are today – those things that made you successful.

Then at the top, describe what the "next level" looks like for you and list all the things that are preventing you from getting there right now



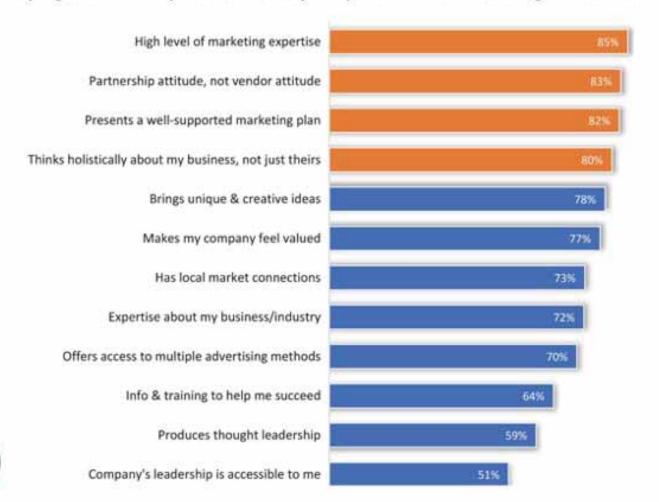
### Final Question:

Of all the things we discussed today, what's the ONE THING – that lingering issue, that if we could solve it, we would be heroes in your eyes?



## **Traits That Ad Buyers Seek Most**

% saying each is "very" to "extremely" important when selecting a media company



### Borrell's Take

Be a marketing expert and a partner, not a vendor. That's what local businesses want today from a media company.

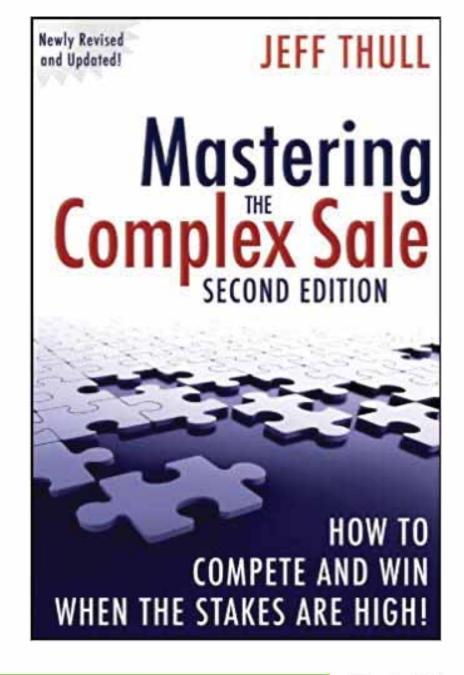
What's **NOT** so important? Expertise about the advertiser's business, thought leadership, and a broad set of advertising offerings.

Translated: Don't pretend to be a thought leader who knows all about my business and has everything I need. Be smart. Think about my needs. We'll work out the rest.

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## THE GREAT COLLAPSE

Honda CEO Fukui: No recession in U.S., despite soft sales in spots

TOKYO -- Recession is in the eye of the beholder. And to Honde Motor Co. Cho rates Fuint the U.S. market

It is true that its states like Florida and California, the numbers are go ng chrom, Fakui said here last week. of Fyour look at the U.S. as a velocity

For Co. CED Carlos Choso. has days earlier, Ghosa sold or portions in Second that the U.S. auto in-

Florada's soft sales in Florida stal California are being offset by record sales along the East Goast and

sia and Acuta Division in the United

from Sept. 2007

Many dealers floored by floorplan limits, costs

Better

bandsawing

Precision

Pine WoodWorking DOWETTOO Router skills Mastering

### Hall of Fame makes changes to become



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Conn's launches national philanthropy program

Clear Destination launches Ship To Home delivery software

on colorful intros at Vegas

Palliser names de Silva national

Rug producers place big bets

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### BLOGS PHOTOS



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Bill McLoughlin January 20, 2015

Online Odyssey

While there is no debate the Internet has changed the way consumers shop, socialize and seek out information, there remain m ...

# Restaurant News

**Meatless menus** 

Veggio-heavy brands see growth in sales, popularity with consumers

### HYLESE MINISPICS

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COMMENTARY

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### Research & Analysis

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INFORMATION TECHNOLOGY

By John Sternal — May 10, 2022



**Inventory Trends** 

THE INDUSTRY

By Jeremy Sacco — April 14, 2022

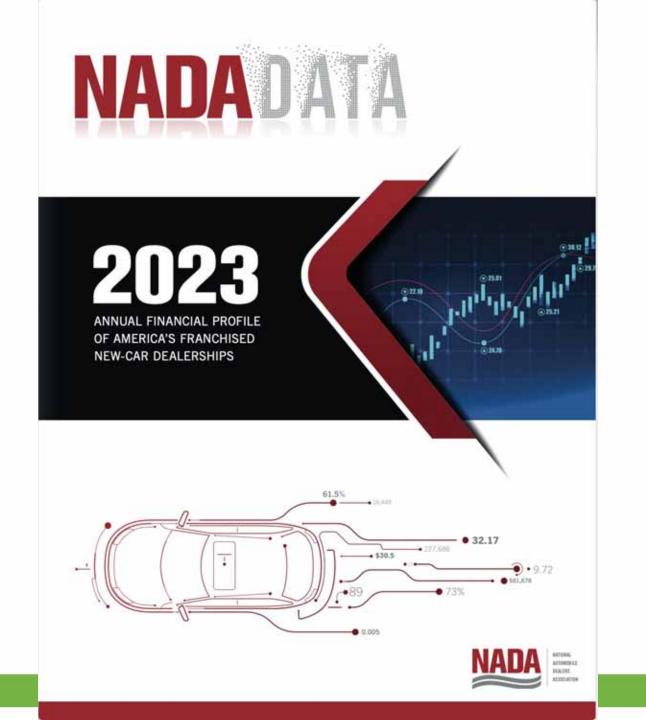


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INFORMATION TECHNOLOGY

By Greg Ross — December 02, 2021







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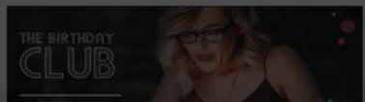




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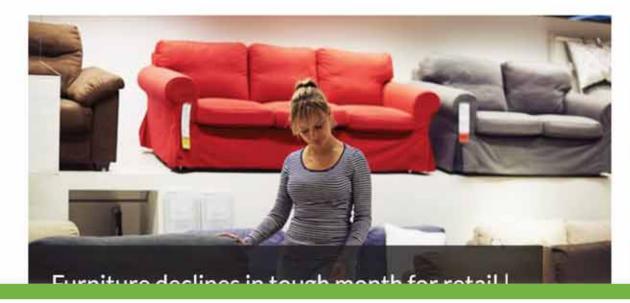
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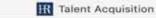




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**EVENTS** 



### **Talent Acquisition**



SIRM

Job Market Still Growing, Showing First Signs of Cooling

CRITICAL EVALUATION | LABOR MARKET DATA



Court Rules Job Applicants Don't Have Right to Explain Accurate Background Checks Under FCRA

BACKGROUND INVESTIGATIONS | EMPLOYMENT LAW





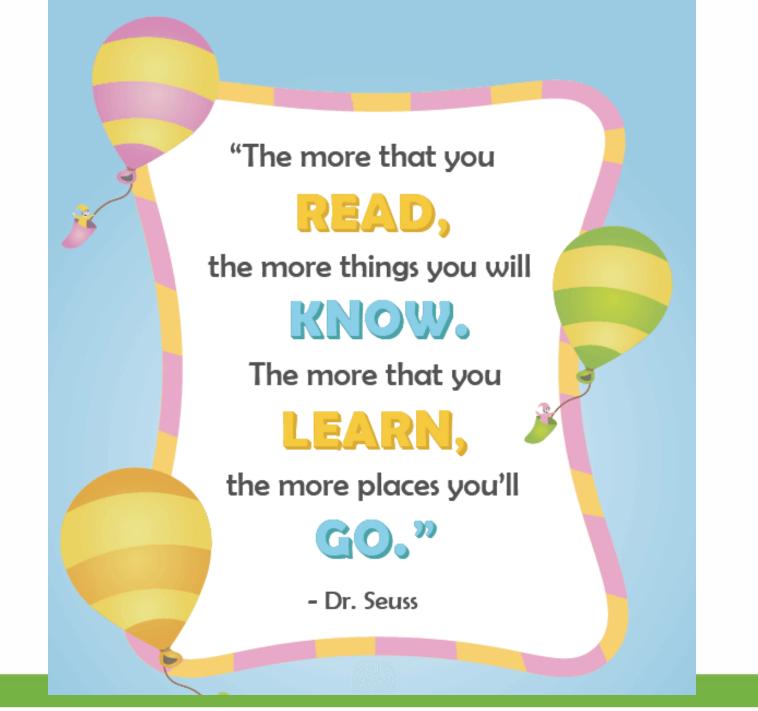
The Hiring Outlook for TA? New Report



DHS Previews Big Changes to New Form I-9



Will the Pandemic's Missing Workers Ever Return to the Labor Force?





- Close
- 6 Presentation
- 5 Proposal
- 4 CNA
- 3 Research
- 2 Appointments
- Prospect

## **Getting More Appointments**

### **Using New Resources**

### **HOMEWORK**

- Learn about the prospect's industry
- Learn about the prospect's company
  - Website, Social Media, Search
- Have an Valid Business Reason (VBR)
- Walk the store
- Know the decision-maker's name
- Prepare smart questions in advance



## **Getting More Appointments**

### **Using New Resources**

Sample Client Meeting Planner  Use this RAB sample meeting planner to prepare before seeing clients. Adapt it to each type of meeting (CNA, presentation, closing, follow-up) and to your own stational benefits.  Date:	Preparatory items:    Check news for info about company in RAB Adicles on Demand   Check news for info about company on Google   Check utest RAB Instant Sackground on the industry   Download amout report if available   Research people in meeting - Google search, Linkedin, other social media   What do we observe about their current marketing efforts?	Our Strengths: 1
	Professional, informed questions to ask:	
	1	Possible obstacles:
Purpose of Call (why are we going):	2	1
1	3.	2
2	1007	3
3	*	(表) - 1500ga (S.Janilla C.Janilla - 1894 - 1894 - 1894 - 1894 - 1894 - 1894 - 1894 - 1894 - 1894 - 1894 - 1894 - 1
What business value are we bringing? 1 2	What are your metrics for a marketing / advertising success?      If It can meet your need to (restate), what will you do?	Elevator pitch: Our stations' ability to provide marketing and advertising for businesses here in is highly regarded. We work with companies as larg as and as small as to help them increase sales, increase profitability, and defend market share. In our experience, some businesses view marketing solely as an expense. But as our clients with Yell you, our support, service, a consulting differentiates us and provides our clients with great RiOI and value.
3	<ol> <li>Is there anyone else we need to consult at your company before moving forward?</li> </ol>	
Why is the client better off for having met with me?	10. Let me review my notes with our marketing team. I am available to next with you again Will that work for your	
2	In case of statis:	
1	Where on a scale of 1-10 would you rate your interest in our advertising?	
	<ol><li>What neight increase your interest to a 10? (This identifies real objections and allows you to begin addressing them.)</li></ol>	
Radio Advertising Bureau www.risb.com Page	Rado Adversing Busso www.bib.loon Fage	



## **Getting The Appointment**

Before The Call...

- 1. Create a Valid Business Reason for contacting the prospect
- 2. Prepare your Meeting Planner
- 3. Hone your Elevator Speech



### Research

- Learn about the INDUSTRY
- Learn about the BUSINESS
- Learn about the INDIVIDUAL
- Develop questions
  - Informed
  - Professional
  - Open-ended

- Headquarters or owner
- Fiscal year
- Background information
- Organizational structure
- Marketing practices
- New products / services
- Sponsorships and causes
- Walk the store



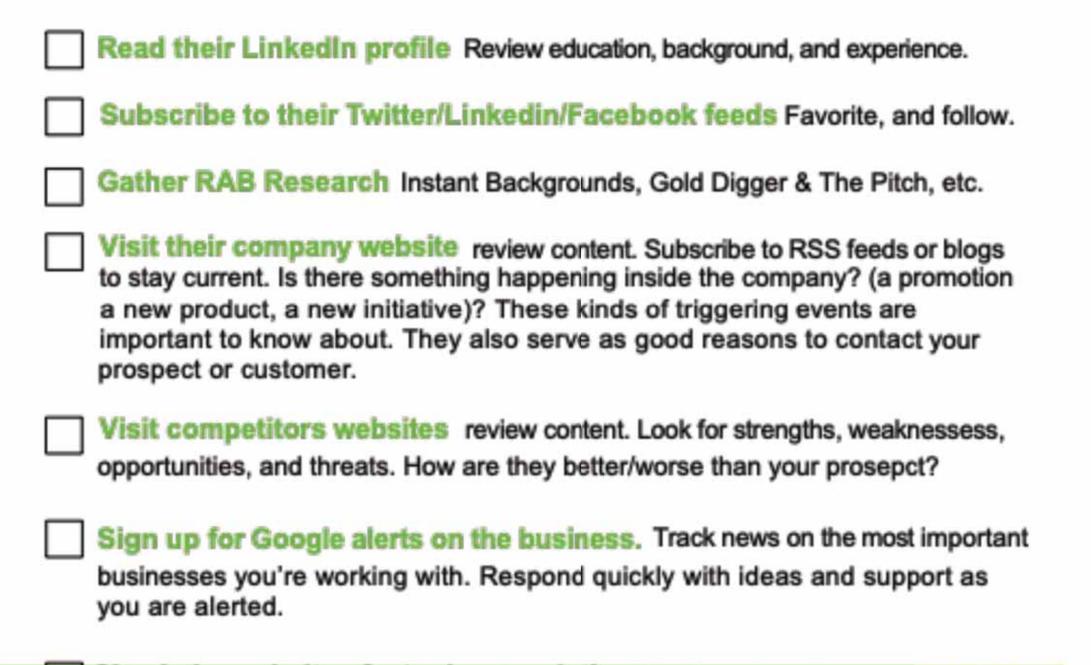
## **Pre-Contact Checklist**

Doing Your Homework Before Reaching Out

Read their Linkedin profile Review education, background, and experience.
Subscribe to their Twitter/Linkedin/Facebook feeds Favorite, and follow.
Gather RAB Research Instant Backgrounds, Gold Digger & The Pitch, etc.
Visit their company website review content. Subscribe to RSS feeds or blogs to stay current. Is there something happening inside the company? (a promotion a new product, a new initiative)? These kinds of triggering events are important to know about. They also serve as good reasons to contact your prospect or customer.
Visit competitors websites review content. Look for strengths, weaknessess, opportunities, and threats. How are they better/worse than your prosepct?
Sign up for Google alerts on the business. Track news on the most important businesses you're working with. Respond quickly with ideas and support as you are alerted.
Check the website of a trade association for the categories you are calling on. Nearly all categories have trade associations. These sites can provide valueable information regarding the issues and trends affecting your prospects business. This allows you to focus your discussion on their problems.
Find a trade magazine for your prospect's business Read the cover stories. Read the publisher's column. Discover what their industry "problems" are. Learn the "experts" opinions as to how to solve those industry problems.
Get to know people in the company besides your primary contact. Ask sales people about the business flow. Make friends with the receptionist or assistants Learn about company initiatives and directives.
Read SEC Filings of public companies & non-profits. (10-k / I-990)  The documents contain wealth of information about the business; challenges, opportunites. They also provide insight on structure, financials, and objectives.













# The Customer-Centric Client Needs Analysis



# Our goal is to understand them. Find The Pain

## Client Needs Analysis

Buyers are more likely to deal with salespeople who best understand the buyer's needs instead of the seller's own products or services.

More sales are lost by doing a poor job in the needs analysis stage of the sale than for any other single reason.



## Why do people come to you?



### RAB Customer Needs Analysis System

This form should be used to document your conversation, not direct it. It is divided into key areas to help you uncover client needs and opportunities for you to solve problems. Find the pain and solve the problem. Remember that the C.N.A. is a process and not an event. Every engagement with a client is an opportunity to uncover more needs and work to deliver solutions for those needs.

### First focus area: Your client / prospect / customer

- 1. What's your story?
  - a. How did you get into this business, anyway?
  - b. Why do you do this, besides the money?
  - c. You are successful. What's your secret or what are the things you did to get here?
  - d. What's the next level for you?
  - e. What's preventing you from being there?
  - f. If we were to ask your customers to describe you with one word or one sentence, what would that be?
  - g. Are there any misconceptions about your business?
  - h. What's one thing you wish people knew about you?
  - i. Are you currently fully staffed? (If not, how short are you?)
  - . What is not being fully staffed costing you?
  - k. How are you finding new staff members?

### Second focus area: Their client / prospect / customer

- Your customers and potential customers what's their story?
  - a. Why do they do business with you?
  - b. Do your customers engage with you on social media?
  - c. What similar product categories do your customers regularly use?
  - d. Who is your ideal customer? Think of one specific person and describe them.
  - e. If you could create the ideal customer that is currently not shopping from you, how would you describe them?

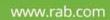
### Third focus area: Competitors

- 3. If people aren't buying from you, who are they buying from?
  - a. What are your competitor's strengths?
  - b. What are your competitors known for? (Use one phrase to describe them)
  - c. What are your competitor's weaknesses/vulnerabilities?
  - d. What is something your competitor does that drives you crazy?

### Fourth focus area: Financial

- 4. How many people shop here in an average week?
  - a. What percentage of them buy from you?
  - b. When they buy, on average how much do they spend?
  - c. How often do they buy from you again?
  - e. What is something your current or future customers don't know about you?
  - Do any of the brands you carry offer co-op funding? (If not aware...)
  - g. Would you like me to research that for you? Can you provide your dealer number?











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## Client Needs Analysis

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### **RAB Customer Needs Analysis System**

Inventory	/ Ana	vs	is:

What is your goal for the turn-rate of your inventory?

Do you have any inventory that needs to be moved now?

How do you evaluate what products/services to offer?

How often does that change?

Profit Centers: (Primary areas that drive revenue for your business)

Profit Center	% of Sales	Margin	% of advertising
		-	
		-	
-	-	-	
-	1		
	1		

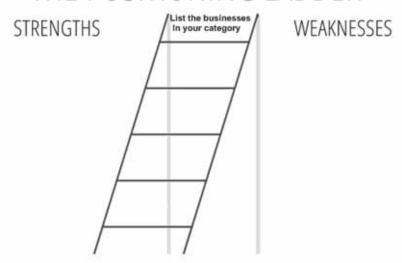
What keeps you up at night?



### Advertising/Marketing:

Mindshare = Market share. Who has the dominant position in your category in the market? Where are you on the ladder?

### THE POSITIONING LADDER



### Promotions/Sales/Event Calendar:

January	February	March	April	May	June
July	August	September	October	November	December

What has been your best promotion/sales event to date?

Why?

PROFESSIONAL



### **RAB Customer Needs Analysis System**

## What are the reasons to advertise your business? (Check all that apply.) Sell something right now on the reasons to advertise your business? (Check all that apply.) Sell something right now on Take advantage of digital advertising on the reason of the reas

### Circle the top three

### **Advertising Balance Sheet**

Strengths of current plan?	Opportunities to improve the current plan?

### Marketing/Advertising:

How have you marketed / advertised your business so far?

What form of advertising has provided you with the best results?

What is your overarching strategy when you purchase advertising?

What do you count on from your advertising representatives?

What is your digital strategy and presence?

What is the goal of your website?

What do you want people to do once they get there?

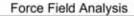
Is there a section of your website you wish more people would visit?

Why aren't they visiting it now?

How are users currently finding your website?



## Client Needs Analysis



Start at the bottom with the year you started in business, and then list all the things that got you to where you are today – those things that made you successful.

Then at the top, describe what the "next level" looks like for you and list all the things that are preventing you from getting there right now

Next Level		
42 (10 (10 (4 (4 (1124) 113 (113 (113 (113 (113 (113 (113 (113	* *	*
Current (Today)	7.7	
	1 1	1
	- 11	
Variable de la banda de la companya		
You started in business in:		





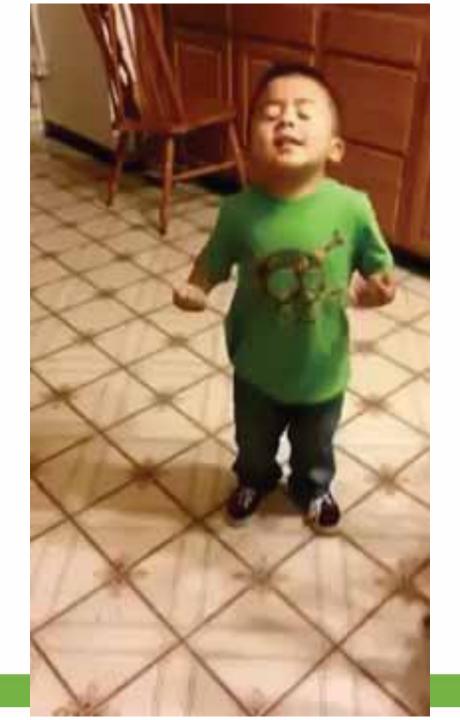
## Client Needs Analysis

very important question

### **Final Question:**

Of all the things we discussed today, what's the ONE THING – that lingering issue, that if we could solve it, we would be heroes in your eyes?











# Timing is everything



# Client Needs Analysis

## Remember...

- 1. The one asking questions controls the conversation
- 2. Keep the client's wall down with questions
- 3. DO NOT START SELLING!



### **CUSTOMER NEEDS ANALYSIS**

STEPS TO SELLING SUCCESS SERIES JUN. 12 AT 12PM CT
REGISTER NOW

The "Seven Steps To Selling Success" series of live presentations helps sellers navigate the seven critical steps to making a sale. In this session, the RAB's Customer Needs Analysis System

STEPS

TO Selling Success

THANK YOU!

Jeff Schmidt SVP/Professional Development Radio Advertising Bureau