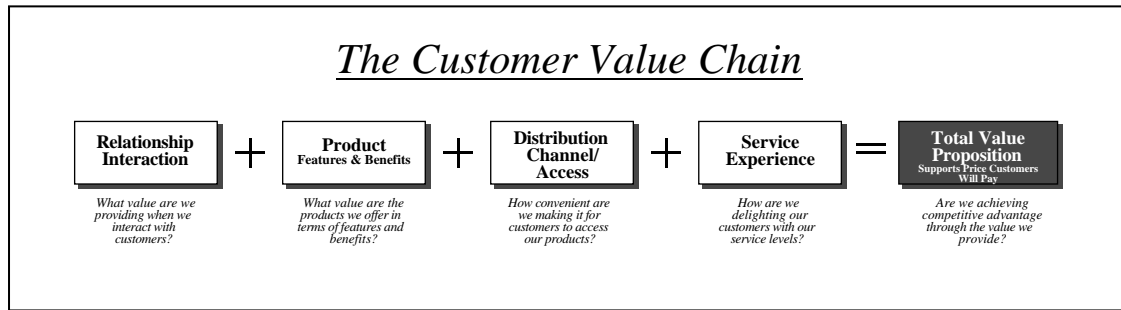




STRATEGIC SOLUTIONS



Who is Your Customer?



The major point here is those companies that are one dimensional in the way they look at their customers are likely missing the components that will add up to the value proposition for which a customer is likely to feel they receive real value. **This value supports the price they are willing to pay for the product or service.**

We stress that you can never do enough digging and searching for information on your customers. If your customers are end user consumers, commercial account, or channel gatekeepers you must thoroughly understand who they are and what motivates them to buy.

The other part of this message is you must collect **useful** information to you in building an action plan. Nice to have information is no longer affordable.

So build your analytical or marketing framework first, then dig deep to get the right information and finally use the information in such a way as to build meaningful value propositions that create value in the eyes of your customers.

In the arena of data and information about customers, “good enough, just isn’t” anymore. And don’t guess at it either. Even worse don’t be smug about it thinking you have enough knowledge about your customers. The minute you start thinking you have a sure thing going, you will find you don’t. Competitive advantage lies in the information you have on your prospects and customers.

Build the value propositions on facts and the right triggers and they will come.

About

The Strategic Planning Group

The Strategic Planning Group (T.S.P.G.) is a **full service consulting firm** that can provide organizations with a wide range of advice, business tools and solutions. At T.S.P.G. our focus is on helping our clients solve their complex issues to realize their ultimate potential, whether we are assisting in a particular functional area or helping to set the overall strategy for the organization. Our full service approach combined with our commitment to helping clients realize their ultimate potential, results in an efficient and effective approach, creating great value for our clients.

We want to be more than just consultants. For us to be successful in helping you we need to understand how you operate and what challenges you are currently facing. We want to help you achieve your goals and your ultimate business potential. To accomplish this we must be trusted and objective advisors to our clients by contributing our knowledge, experience and thinking in ways that make a positive impact.

We are growing rapidly and on the leading edge of thought leadership with a goal to add value to our clients.

How to Reach Us

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