

## Introduction – How to Use This Report

Your Market Central Report is a completely customized tool that has been carefully prepared to give you the best information about your customers and the best marketing direction available based on the data.

We've taken your entire customer base from the last 3-5 years and used that data to generate external research information using tools such as the US Census Data. That information is combined with the internal research data which came from a specially crafted set of questions asked to a random sampling of one hundred of your clients.

The combined data is analyzed by our marketing development team which consists of some of the best minds in the marketing field. Their only goal is to give you the best quality direction to help you focus your marketing efforts and improve your return on investment.

The next page contains a list of **“Immediate Service Opportunities.”** These include requests for service, sales opportunities, relationships in need of repair, or referrals found in the survey process. Our professional customer service staff that make the survey calls are trained to look for opportunities to provide excellent service to your customers, and that is how these items come-up. Please take care of that list of customers before doing anything else.

We have included the plan of action that the marketing development team has created from the wealth of information we have collected about you and your customers. To give detailed direction without this kind of research would suggest that every market is the same and every company attracts the same kinds of customers.

Pay close attention to the recommendations made in the **“Action Plan”** page and read carefully through the **“Observations”** section. You will likely find a few things you never new about your customers, and maybe even about your company. You will definitely find confirmation of things you always knew about your market.

The remaining sections of your Market Central Report include the data used to draw conclusions about the best course of action for your businesses future. You will find the **“Census Data”** for your Dominate Market Share. You will see how your DMS compares to the country on the whole and will see figures in green text that are significantly higher than the national averages, and red text that are significantly lower.

The **“Market Hotspots Map”** illustrates the geographical distribution of your customers. The **“Customer Response Charts”** show the results of the surveys in an easy to read fashion. The **“Raw Data”** from the surveys is included at the end of the report so that you can see the individual responses from your customers.

Enjoy this report and refer to it often. We hope you'll count on us as part of your mastermind group. We succeed as you succeed. We've helped hundreds of other companies just like yours find incredible success, and we can do the same for you. Call us anytime for direction, advice, or ideas.

