

*The first step in exceeding your customer's expectations is to know those expectations.*

Roy H. Williams, author of the quote above, perhaps sums it up best; if you are not the one who knows & understands your customer the best, then you will not be the one influencing them the most.

Our Customer Intelligence & Assessment services provide you with these benefits:

- ▶ Independent customer experts, many of which were former customers
- ▶ Fact-based research & information needed to validate customer data
- ▶ Understanding of your complete customer set
- ▶ Identification of the key personnel and touch points for the entire procurement cycle
- ▶ Understanding of the procurement policy & procedures that your customer must adhere to

**Can you afford not to put your company in its best position to win?**

## Customer Intelligence & Assessment Services

Working with your business development and capture organizations, we provide the independent, fact-based information and analysis needed to help you understand your complete customer set for any new business pursuit.

To be sure, the most important customer in any capture is the person who ultimately makes the final purchase decision. It is equally important though to understand that you seldom directly influence those people. Instead, it is the *other customers* (those end users, requirement definition folks, and yes, political connections) who often times are most influential to the purchasing decision maker.

In addition to using research tools and services in our arsenal, many of our consultants have direct customer knowledge from having served within the customer's organization or experience working with them on previous acquisitions. This intimate level of customer knowledge is key to validating many of the assumptions and ideas formulated during the capture process.

As depicted below, fully understanding your customer is key to any successful customer influence strategy. This understanding has to be much more than merely knowing who is making the purchasing decision, it requires you to understand who the decision maker's internal customers are, where did their purchase need come from, how have they purchased similar products or services before, and so on.



**Our Customer Black Hat process improves your customer understanding.**

One of the best tools we use to bring all of this information together is our Customer Black Hat session. These typically one-day sessions provide the forum to collect all the customer information, validate key data items, identify what other information needs exist, and where the various touch points are in the acquisition.