



UNCOVERING THE VOICE OF THE CUSTOMER



First Step to Business Success?

LISTEN TO YOUR CUSTOMERS

Successful business growth comes from satisfying your customers.
But how do you give your customers what they want and need?

Ask them.

Listening to the voice of the customer is your most effective first step to success in business. Yet obtaining true customer needs can be challenging.



The Fairmont Solution

Fairmont Concepts provides you with a proven method to gather and prioritize your customers' primary needs – all in their own words. With a full set of prioritized primary customer needs you can tailor your messaging, lead generating campaigns, selling strategies, and customer loyalty programs to best meet and exceed them.



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Getting to the Voice of the Customer

The Fairmont solution guides you through the process of uncovering needs through primary research – direct interaction with a carefully crafted cross section of your customer base. Our proven method:

- Provides you with open ended conversation techniques to uncover true customer needs
- Uncovers over 90% of customer needs
- Shows you how to sort individual needs into actionable categories
- Presents a full set of primary customer needs for your target end market
- Helps you customize your commercial engine
- Delivers unbiased results – in the customer's own words
- Establishes a priority set determined by your customer enabling you to better focus your sales and marketing efforts



Understanding your Market

Fairmont will show you how to conduct comprehensive end market analysis to help you quantify your opportunity and set your marketing and sales goals. Fairmont's method helps you:

- Understand your end market dynamics and competitive landscape
- Develop effective go-to-market strategies that get results
- Identify not only how, but where to win in your target market
- Obtain unbiased results through proven methods
- Gain a clear view of the size and growth potential of your opportunity

The sales and marketing experts at Fairmont Concepts have decades of experience marketing and selling high dollar products to customers and markets throughout the world. Their proven techniques and experience will help you better understand your prospects and markets to drive your business success.