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*If you do not want to bother thinking,
you will write what everybody else is writing.*
— Ivan Levison

Wednesday Morning

Fax

from

The Castle Press

7 important things you can discover through customer surveys

Marketing consultant Peter Fogel believes that there are seven good reasons for surveying sales prospects and customers. You may find:

- **What kind of content they respond to**
Are they buying chocolate, when you are promoting vanilla?
Do they want to know all the details about your product, or will short, impressionistic copy work?
Do you really need to mail costly color folders, or would plain schematics or descriptive words do the trick?
- **How you can make a better offer**
What sort of premium — if any — would work better in your market?
Are you asking for too little, or too much, money?
Should you make a money-back guarantee?
Should your guarantee expire in time or last forever?
- **Future products or services your customers want**
The Dove Chocolate people researched their customers and now are offering chocolate-covered ice cream and chocolate bars positioned as health food — potentially profitable extra bowstrings for a candy company.
- **How to improve your customer service**
Ask your customers how you are doing. They will be flattered, and give you

credit for caring about their reactions. And even negative feedback provides you with an opportunity to do things better.

- **What sales points make customers secrete hormones**

Are your promotional pieces and your sales representatives speaking the same language?

Do they hammer home the benefits your customers want?

Or are your printed and in-person sales pitches confusing your sales prospects?

- **Which prices pull the quickest or most profitable orders**

No smart marketer gives away the store. But many businesses neglect to charge the ideal prices for their goods and services.

Do not be over-modest. A few questions to your customers may reveal price-upgrade opportunities and bolster your bottom line.

- **Where undiscovered customers are**

Ask your customers for references to friends or business associates.

Then promote to the people they designate. Birds of a feather, they say, flock together.

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