

Marketingheads News

Specialists—Delivering Marketing Solutions



So you want to lift your business to the next level.....!

The next level can mean a range of things to different people, some want to double the size of their business, others only want to work for or supply to large customers, others may want to do high end quality work only for a premium price and others may wish to drive to the next level launching new products and services.

Having a goal is the starting point but how can this be implemented?

The starting point is to have a complete understanding of the market place, what your customers and non customers want and value and what opportunities this presents for your business. Clearly defined actionable strategies then follow.

We provide the tenacious determination to understand a market through a professional approach and proven methodology and we can do this anywhere you operate.

A recent project we worked on was in the defence and mining market. The defence mar-

ket has a very long procurement cycle (4-10 years). So how can you shortcut that process? Through our research we found a way to expose our clients product much further up the procurement cycle. By asking the right questions we found that there was a company who had been commissioned to find, test and assess available “commercial off the shelf solutions”. Our client is now talking to that organisation. This information alone could very easily lift this client’s business to the next level.

In the mining industry we identified a list of potential customers who had an interest in a new technology. We also identified price points and product attributes that were important or not so important. We developed strategic recommendations on how to approach the market and what was important. We also sized the market potential.



For another client we

did a project in the logistics market and were able to provide our client with a clear direction of must have support re safety, and other issues, new product and service development options and a list of prospects for acceptance of the technology.

This Marketingheads approach can be the starting point and a driver to lift your business to the next level, talk to us now about your goals and how we can help. We understand that most business operators often don’t have the time to do this level of strategic work.

What did one of our clients say about our recent defence and mining segment work? Even though we can’t tell you who it is this is what they said:

“Your work is excellent. The best I’ve seen over the last two years commissioning market research projects and strategy development”.

Call now... 02 9869 3314

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