

PRE-WORK

Attract and Retain Customers to Drive Sales

Before your coaching session, complete the sections below and be prepared to discuss your answers with your business consultant.

Background — in ten words or less, please describe:

1. What is your product/service?

2. Who is your core customer?

a) Age

b) Gender

c) Income

d) Geographic info

e) Psychographic info (personality, values, activities, interests, opinions)

3. What is your business's unique value proposition?

4. Which channel currently drives most of your business's sales (e.g., website, social media, in person sales, etc.)?

5. What do you think is your biggest opportunity to drive sales?

a) Increase sales

c) Acquire new customers

e) Other

b) Retain current customers

d) Evaluate product offering

6. What ideas do you have across the following categories to grow your business?

a) Target customer:

b) Product:

c) Pricing:

d) Competitive differentiator:

7. Core customer and product: What do you currently do to understand your core customer and their purchase behavior?

<input type="checkbox"/> Do you know who is buying your best-selling products?	Yes	No
<input type="checkbox"/> Do you regularly review sales data from a point-of-sales system or from credit cards to identify trends in purchase behavior or identify your best-selling products?	Yes	No
<input type="checkbox"/> Do you collect anecdotal feedback directly from your customers?	Yes	No
<input type="checkbox"/> Do you collect anecdotal customer feedback from your employees?	Yes	No
<input type="checkbox"/> If you have a brick and mortar location, do you observe and analyze foot traffic trends?	Yes	No
<input type="checkbox"/> Do you currently analyze the traffic to your website (e.g., through Google Analytics)?	Yes	No
<input type="checkbox"/> Do you know which social media platforms are most successful in reaching your core customer?	Yes	No
<input type="checkbox"/> Do you use social media data and analytics to gain visibility into who your followers are (e.g., customers or potential customers)?	Yes	No
<input type="checkbox"/> Do you use social media to gain insights from your customer base (e.g., tracking and analyzing follower engagement – likes, comments, polling features of Instagram stories, etc.)?	Yes	No

8. Pricing: What do you know about your pricing?

<input type="checkbox"/> Have you ever interviewed your customers for feedback on prices (e.g., SurveyMonkey, questionnaires, anecdotal feedback from customers, etc.)?	Yes	No
<input type="checkbox"/> Have you ever tracked how increasing or decreasing prices affects your sales?	Yes	No
<input type="checkbox"/> Have you benchmarked your pricing against your industry and competitors?	Yes	No

9. Competitive differentiator: What do you know about the competitive landscape? Complete the chart below.

My Company				
<p>❓ How does your product/service compare with competitors?</p>				
<p>❓ How does your pricing compare with competitors? (Choose one)</p>	<p>My pricing is:</p> <p>Higher</p> <p>Same</p> <p>Lower</p>	<p>My pricing is:</p> <p>Higher</p> <p>Same</p> <p>Lower</p>	<p>My pricing is:</p> <p>Higher</p> <p>Same</p> <p>Lower</p>	<p>Compared to my competitors, my pricing is:</p>
<p>❓ What is each company's unique value proposition (e.g., why do customers buy from this company)?</p>				
<p>❓ Which sales channels (i.e., brick & mortar, online) drive most of the business?</p>				

10. Please describe any changes you've made to your business based on customer insight information you've gathered (e.g., created new product/service, lowered pricing, adjusted marketing strategy, etc.):

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