

Customer Development – Know, how your customer really thinks

1. Where you stand today

You have already developed products and services, mostly without involving customers, and then wondered afterwards why no one is snatching the products or services out of your hands. You simply didn't take into account the market and the customers.

2. Where you want to go

Your picture of the future looks different. You want products that really meet a customer need. You want to understand the situation, the problems and the wishes of your customers. You want to increase the return on investment of your product development.

3. Our proven process

- We segment and analyze your market with your customers and your competitors.
- We develop the buying center for your product.
- We develop and test narratives for problem and solution interviews.
- We conduct problem and solution interviews with the relevant target people.
- We create sharp customer profiles from the findings.

4. How long it will take

The process takes 3 months. Afterwards optimization and support.

5. What we need from you

We need top-down commitment from you to avoid building paper tigers.

We need a single point of contact within the company (e.g. Managing Director, Chief Customer Officer, Head of Marketing, Head of Sales).

6. What it costs

From 2.500€ per month.

7. Frequently asked questions

- Is Customer Development a product or a service?
→ Es It is a service that partly relies on software.
- What is the collaboration with tractionwise like?
→ Very straightforward. We ask you a few essential questions at the beginning to quickly get to know your market. You receive monthly reports on the state of affairs and knowledge.
- What are the outcomes of the process?
→ Customer profile, buying center, narrative and in the best case some opened customer doors.

Company - tractionwise is a customer insights company with the necessary consulting skills for inspiring customer relationships.

Rooted in Bavaria, at home in the world.



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until it runs!