

When Decisions Can't Wait...



Get Fast and Affordable Research NOW.

ITSMA's Rapid Research provides the data and analysis you need to support critical business decisions in 15 business days or less.

Balancing the demand for data with the need for speed can seem impossible in today's resource-constrained environment.

You don't have time or budget to launch a major study, but you can't fly blind. ITSMA's *Rapid Research* quickly delivers the insight you need to make fact-based decisions without breaking the bank.

Most research houses demand high fees and long timelines.

But you can't wait:

- ✓ You're *launching* a new offer.
- ✓ You're *testing* new value propositions.
- ✓ You're *targeting* a new segment.
- ✓ You're *retraining* the sales team.
- ✓ You're *redesigning* channel programs.

Rapid Research is fast, affordable, and tailored to your specific requirements.

Rapid Research provides market-based answers to today's urgent questions and essential, ongoing concerns.

Rapid Research provides immediate access to ITSMA's consultative expertise and recommendations on such critical questions as:

- How will my target audiences respond to this new offer?
- Will my partners embrace this new strategy?
- Which value propositions resonate most clearly?
- How satisfied are my new customers?
- Which sales tools work best?

SAMPLE ENGAGEMENTS

- A global provider of information storage and management solutions used ITSMA's *Rapid Research* to assess customer receptivity to a web-based support tool.
- A provider of industrial and utility automation used ITSMA's *Rapid Research* to assess customers' reaction to re-grouping its software products in its shift toward a solutions-oriented marketing strategy.
- A global provider of integrated communications solutions used ITSMA's *Rapid Research* to quickly gain market reaction to a proposed new brand and positioning plan.

RAPID RESEARCH METHODOLOGY

Survey customers, prospects, partners, or employees to get results in two to four weeks depending on your needs!

To ensure *Rapid Research* success, ITSMA and research partner Focus Data will:

- Design a survey questionnaire to meet your objectives
- Craft a sampling strategy
- Conduct 100 telephone interviews with customers, prospects, partners, or employees
- Analyze research findings and develop recommendations
- Produce a presentation-style report
- Deliver a web briefing to review results and recommendations

FOCUS AREAS

ITSMA's Rapid Research can be utilized across the full range of marketing needs, from market strategy and planning through offer development, demand generation, and sales support.

The service has proven especially popular in three areas in particular:

- Brand Perception
- Needs Assessment
- Offer/Message Validation

BRAND PERCEPTION

How effectively have you positioned your organization against key competitors? How well do your customers, prospects, and market influencers understand your brand and perceive competitive differentiation? ITSMA's Brand Perception Rapid Research gives you the insight you need to improve brand performance in critical areas, including:

- ✓ Top-of-mind providers in priority segments
- ✓ Customer knowledge and perception of your brand and others
- ✓ Comparative positioning with key competitors
- ✓ Brand acceptance in new markets
- ✓ Marketing's impact on brand perceptions

NEEDS ASSESSMENT

Do you know where your customers and prospects are headed? Which services and solutions will enable their success? ITSMA's Needs Assessment Rapid Research provides quick insight into your target market to understand:

- ✓ Immediate pain points
- ✓ Near-term investment plans and priorities
- ✓ Build versus buy orientations
- ✓ Purchase decision drivers and influencers
- ✓ Purchase selection criteria

OFFER/MESSAGE VALIDATION

How confident are you that your offers and messages really resonate with prospective buyers? Have you done enough homework to maximize your chances of success? ITSMA's Rapid Research for Offer/Message Validation ensures that proposed initiatives can be refined before a large-scale launch. The service helps you understand:

- ✓ Likely responses to new offers and messages
- ✓ Offer and message components that resonate most
- ✓ Strengths and weaknesses of alternative approaches
- ✓ Potential refinements to improve customer receptivity

RAPID RESEARCH BY THE NUMBERS

| | |
|--------------------|---------------------------|
| Interviews | 100 |
| Questions | Up to 10 (plus screening) |
| Interview Length | 10 minutes |
| Turnaround* | 2-4 weeks |
| Professional Fee** | \$34,995 |
| Web Briefing | Included |

* Assumes immediate access to usable telephone survey lists. Procurement of new lists may lengthen turnaround time.
 ** Does not include expenses associated with list procurement (if needed), interview incentives (if elected), or travel.

MORE INFORMATION

To learn more about how Rapid Research can support your business needs, contact Julie Schwartz at +1-781-862-8500, Ext. 112 or jschwartz@itsma.com.

Rapid Research: When Decisions Can't Wait

