



FOCUS GROUPS MASTERMIND

The Voice of Your Customer



The key to customer satisfaction is learning and acting on the needs and wants of your prospects and customers.

1. Selecting the market segments for your FOCUS GROUP.
2. Recruiting and including the RIGHT members for your FOCUS session.
3. LOGISTICS - setting up a productive FOCUS session.
4. Asking the RIGHT questions and MANAGING discussion.
5. RECORDING the FOCUS session - CREATING a permanent record.
6. Editing and reproducing session DVD's for on-going use.
7. Analysis of FOCUS group responses - understanding the results.
8. ACTING on the BRUTAL FACTS - the customer is always RIGHT!

Driving Business to Peak Performance!

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