



Potential Customers

Market Alliance

A Market Alliance (MA) service is focused on connecting your business with your future and/or potential customers. Your business will receive insights from, and provide feedback to, your potential clients based on interactions with them via your Web site.

Each year, businesses spend a large percentage of their marketing and advertising budget on attempts to entice prospective customers away from their competition. The costs associated with this type of marketing can be excessive, and the return on their investment is unclear and inconsistent at best.

- Do you know what is important to your potential customers?
- Do you know if your current marketing messages are focused on their needs?
- Do you understand the key factors that result in customers switching to a different provider?
- After you obtain a new customer, do you know what is required to maintain your relationship?

Small- to medium-sized businesses must have the ability to understand their potential clients' needs. They also must have the knowledge and confidence to leverage the criteria with the greatest impact and influence on their prospective clients in making a decision to change providers.



What will I receive?

You will receive the specific information you need to enable you to direct your marketing messages toward the acquisition of new clients. This will include:

- Knowing and being able to align your services and/or products with your potential clients' priorities for selecting a service provider
- Understanding how to focus your marketing efforts based on their needs
- Identifying their requirements, which will enable you to become their value-added provider
- Gaining insights as to what others are doing to acquire new clients and keep them

What will my potential clients receive?

You will provide your prospective clients with information about what is important to other clients and specific knowledge about your services based on their needs. They will receive:

- Comparisons of their ratings versus others, in real time, enabling them to gain greater insights into the decision-making process of other people
- Offers focused on their individual needs to establish them as new clients
- Insights into your goals and strategies associated with improving your services and their experience as possible clients



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What are the benefits of a Market Alliance service?

- Discovering your potential clients' key decision criteria for selecting a provider in your market/industry
- Marketing insights from your prospective customers
- Communicating the value of your services within the context of what is important to your potential clients
- Aligning your marketing and advertising materials with your prospective clients' needs

How does the process work?

We work with you to establish a platform that facilitates potential client interaction on a continual basis. Establishing this interactive platform consists of a four-phase process that includes:

Phase 1 – Setting up the platform

Phase 2 – Reviewing the current inputs

Phase 3 – Providing market insights

Phase 4 – Implementing a formal planning session

We continue this process and refine each phase based on the results and changing market so that you continually will receive accurate and informative market insights into your prospective clients' needs.

How are AlliedInput's services different?

- Our services are unique because they focus on giving you the ability to obtain new clients through ongoing market insights and interaction.

- We're not a survey company; a survey is just one of the tools we use in our service.
- Our analysis addresses the criteria that are having the greatest positive and/or negative impact on your potential clients.
- We provide best practices and specific recommendations for improvement based on our experience and your prospective clients' insights.
- We assist you in interacting proactively and continually with your possible clients so that, ultimately, they will select your services.

Why AlliedInput?

- AlliedInput's associates represent more than 35 years of experience at a leading IT research and advisory organization where they researched and developed new products as well as conducted consulting services for Fortune 500 organizations.
- Their expertise was key in developing products and services that were employed worldwide to measure and continually improve customer satisfaction, monitor significant market drivers and, bottom line, increase profits.

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