

# 1<sup>st</sup> Resource Insights Guide

Optimize Insights to Fuel Strategy



As Chief Outsiders trusted marketing research partner, 1st Resource works with Chief Outsiders CMOs to help gather customer and market insights to inform strategy. This Insights Guide starts with the critical business questions CMOs' clients may face and identifies how our specific approach to market research can most effectively elicit the insights you may need at each Growth Gear stage.

Growth Gear	Select Business Questions	Type of Research	1 <sup>st</sup> Resource Research Approach	Deliverables
 <b>Insights</b>	<ul style="list-style-type: none"> <li>• What do our customers and stakeholders consider to be our key value proposition?</li> <li>• How well are we fulfilling our customers' needs and expectations?</li> </ul>	<b>Insight Interviews</b>	<ul style="list-style-type: none"> <li>• In-depth interviews with key customers, channel members, and market influencers</li> <li>• Supplements CMOs interviews to expand and accelerate CMO efforts</li> </ul>	<ul style="list-style-type: none"> <li>• Transcripts and detailed Summaries for each interview</li> <li>• Option for Theme Report across all interviews</li> </ul>
 <b>Insights, Strategy</b>	<ul style="list-style-type: none"> <li>• How can we improve our sales win rate?</li> <li>• What are the true underlying reasons the company's proposal is not selected vs. the competition and vs. the story they tell the sellers or management team?</li> <li>• How do we perform across the entire customer journey?</li> <li>• How do prospects define our competitive set and how do we stack up against the competition?</li> </ul>	<b>Sales Win-Loss Analysis</b>	<ul style="list-style-type: none"> <li>• In-depth one-on-one interviews with the key purchase decision-maker for recent sales opportunity wins and losses</li> <li>• Follows an agreed-upon discussion guide</li> </ul>	<ul style="list-style-type: none"> <li>• Transcripts and detailed Summaries with Analyst Comments for each interview</li> <li>• Theme Report across all interviews that identifies opportunities to impact marketing and sales strategies</li> </ul>
 <b>Strategy</b>	<ul style="list-style-type: none"> <li>• What characteristics do our current best customers share that we want to use to target prospects?</li> <li>• How can we improve the effectiveness of our Account Based Marketing?</li> <li>• If we change our product or positioning, how does that impact who we should target?</li> </ul>	<b>Ideal Customer Profile</b>	<ul style="list-style-type: none"> <li>• In-depth one-on-one interviews with current customers</li> <li>• Follows an agreed-upon Discussion Guide</li> <li>• Understand key customer behaviors, needs, and perceptions</li> <li>• Overlay with client-provided firmographic and sales performance data</li> <li>• Can be integrated with Win-Loss Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Transcripts and detailed Summaries of each interview</li> <li>• Analysis of firmographic data</li> <li>• Ideal Customer Profile Overview to inform account-based targeting, marketing, and sales strategies</li> </ul>

Growth Gear	Select Business Questions	Type of Research	1st Resource Research Approach	Deliverables
 <b>Strategy</b>	<ul style="list-style-type: none"> <li>• What factors drive customer loyalty and NPS and to what extent?</li> <li>• Which customers are most vulnerable to churn?</li> <li>• Which customers are most valuable for repeat, upsell, cross-sell, and advocacy?</li> </ul>	<b>Customer Loyalty and Satisfaction Research</b>	<ul style="list-style-type: none"> <li>• Quantitative email survey to agreed upon sample set, using best practice professional methods and statistical accuracy</li> <li>• Select in-depth customer interviews</li> </ul>	<ul style="list-style-type: none"> <li>• Comprehensive report with key takeaways derived from statistical data analysis</li> <li>• Supplemented with voice-of-customer insights from interviews</li> <li>• Provides key loyalty insights at both the individual customer level and across client's customer base</li> </ul>
 <b>Strategy</b>	<ul style="list-style-type: none"> <li>• What is our level of brand awareness and familiarity among customers and prospects?</li> <li>• Do customers and prospects understand the value proposition and is it salient to them?</li> <li>• How do customers and prospects perceive the offerings versus competitors?</li> </ul>	<b>Brand Awareness and Perception Research</b>	<ul style="list-style-type: none"> <li>• Quantitative email survey to agreed upon sample, using best practice professional methods and statistical accuracy</li> <li>• Can be combined with in-depth interviews or focus groups</li> </ul>	<ul style="list-style-type: none"> <li>• Comprehensive report with key takeaways derived from statistical data analysis</li> <li>• Provides baseline metrics and critical insights to brand image, awareness, and perception</li> <li>• Can be supplemented with voice-of-customer insights</li> </ul>
 <b>Strategy</b>	<ul style="list-style-type: none"> <li>• Beyond market size, what is the available market?</li> <li>• Who are the key competitors; do the client's differentiators matter?</li> <li>• How loyal are buyers to their existing providers and brands and what will motivate them to switch?</li> </ul>	<b>Market Opportunity Analysis</b>	<ul style="list-style-type: none"> <li>• Thorough market assessment including in-depth interviews with customers, channel partners, and industry experts</li> </ul>	<ul style="list-style-type: none"> <li>• Detailed report that provides available market sizing estimates and identifies both adoption drivers and impediments to support go-to-market planning</li> </ul>
 <b>Strategy</b>	<ul style="list-style-type: none"> <li>• Will the client's profitable customers remain loyal?</li> <li>• Will the customer's channel partners migrate, or will they be interested in our legacy offerings?</li> <li>• What are the competitive headwinds we need to know about?</li> <li>• What are the brand considerations?</li> </ul>	<b>Marketing and Sales Due Diligence (Quality of Earnings)</b>	<ul style="list-style-type: none"> <li>• In-depth interviews with target's key customers</li> <li>• Follows an agreed upon Discussion Guide</li> </ul>	<ul style="list-style-type: none"> <li>• Transcripts and Summaries of each interview</li> <li>• Detailed report that assesses loyalty, share of wallet, and other critical factors to validate assumptions and support the sustainability of revenues</li> </ul>
 <b>Execution</b>	<ul style="list-style-type: none"> <li>• How well does our current and proposed positioning, value proposition, and messaging resonate with customers and prospects?</li> <li>• What does our visual identity convey to customers and prospects?</li> <li>• How well are we differentiating from competitors with our go-to-market tactics?</li> </ul>	<b>Brand Testing (Positioning, Value Proposition, Messaging, Visuals )</b>	<ul style="list-style-type: none"> <li>• In-depth interviews or focus groups with customers and prospects</li> <li>• Can be supplemented with A/B digital testing</li> </ul>	<ul style="list-style-type: none"> <li>• Report highlighting customer and prospect perceptions of how well planned or current branding and marketing elements resonate and differentiate</li> </ul>