



# 2

## OBTAINING *RAPID* CUSTOMER INSIGHTS

This program is part of the 30 Day Master Program or can be delivered as a one-day standalone workshop. It provides these key skills:

- 1 How to evaluate value propositions with real customers before you have a product
- 2 How to quantify customer needs using Customer Value Pyramids
- 3 How to find the right customers to work with in new or emerging markets
- 4 How to structure interviews and ask the right questions to gain the most insight
- 5 How to develop customer feedback loops for a consistent flow of the right input

*Every at the core of innovation is the ability to harness the power of accurate customer insight.*



### THE FIVE ELEMENTS OF INNOVATION EXCELLENCE

The *Obtaining Rapid Customer Insights* program gives innovators simple but powerful tools to accurately understand customer needs and determine if a new opportunity has market potential.

We focus on the most effective and practical methods to identify the right customers, ask probing questions, and how to listen so that innovators can determine the real value of new products and services. Through a combination of key concepts, interactive exercises, and case studies, innovators will learn new skills, including:

- How to identify the right customers to explore new-to-world products and services
- How to effectively use rapid prototyping to get accurate customer feedback
- The most effective questions for probing customers to validate new opportunities and estimate demand
- How to process and communicate what customers are saying to create a compelling opportunity proposal

# 2 OBTAINING *RAPID* CUSTOMER INSIGHTS

## PROGRAM OUTLINE

### RAPID CUSTOMER INSIGHT OVERVIEW

#### Defining Customer Insight Goals

- Common challenges to learning from customers
- Why traditional market research fails for new initiatives

#### Knowing what to look for - customer value

- Understanding customer needs, wants and desires
- Using Customer Value Pyramids to achieve success

**Case Study:** *Using Customer Value Pyramids to see the success and failure of new innovations*

### IDENTIFYING AND FINDING CUSTOMERS

#### Defining the right customer for the opportunity

- Effective use of customer personas
- Identifying customer access points
- Working with the sales and channels to find early stage customers

#### Accessing and motivating customer to learn

- Methods to incentive potential customers to be part of early stage ideas

**Exercise:** *Developing a customer access plan*

### CUSTOMER INSIGHT TECHNIQUES

#### Interviewing techniques

- The structure and flow of great interviews
- Key questions to get the most accurate results

#### Techniques to get targeted information

- The best methods to learn about price
- Techniques to prioritize customer needs
- How to determine purchase intention

**Practice:** *Trial interviews with workshop participants*

### APPLYING CUSTOMER INSIGHT

#### Developing Customer Value Pyramids

- Analyzing the potential value of a new concept
- Looking for gaps and weaknesses of new ideas

#### Developing an ongoing plan for success

- Followup techniques to improve accuracy and speed
- Online tools and systems for easy learning

**Exercises:** *Developing a rapid customer insight system*

### ABOUT KINGSEY INSTITUTE

The Kingsley Institute for Strategy and Innovation was founded by noted innovator and product development professional Dorian Simpson. He developed this program working closely with colleagues and using his experience with some of the world's most prominent companies such as GE, Motorola, AT&T, Qwest, and many other startups and Fortune 500 companies.

Dorian received a BSEE from Northwestern University and an MBA from the University of San Diego.



### LEARN MORE

To explore our programs and methods further with blog articles and other info, visit our website at:

[www.KingsleyInst.com](http://www.KingsleyInst.com)

### CONTACT US

To schedule a workshop, discuss your innovation learning needs, or get detailed outlines call us at:

971.235.4905



**Kingsley Institute**  
for Strategy and Innovation

[info@KingsleyInst.com](mailto:info@KingsleyInst.com)