

Research or a Crystal Ball? Only one Actually works

Market research gives organizations a critical competitive advantage in the battle for consumer engagement.



Henderson, Aug 26, 2018 (Issuewire.com) - Research Giant Gartner recently shared: "It is no longer about how much information you have—it is about having the right insight. That is why investing in research processes and proprietary methodologies to cut through information overload, decipher multiple viewpoints and develop insights that allow you to perceive your business landscape more clearly. You get the information you need, in the context necessary to make both large-scale and everyday decisions with confidence."

Still, in today's era of Consumer Engagement, only 55% of MidMarket businesses claim to have a solid understanding of their Target Market. And only 16% validate their target market understanding with Data and/or Research. Without research, the question must naturally follow, how is it possible to really know and understand a target market without the data to support those conclusions?

When asked what the #1 reason for failure to connect to a target market? 96% of executives report they FAIL to offer educational guidance to inform current and potential clients of market opportunities and pitfalls. Current, accurate timely research is the ONLY way for organizations to consistently serve their heroic target market in the ways being demanded. Money and deals need not be left on the table when easy and fast solutions can be had.

87% of today's B2B consumers rely heavily on trustworthy sources of information, giving approval in the form of contracts and sales. They want to hear from you, but not in the old ways... markets today want to know what you know, know what they need, know what is a

risk to them.

What do they hate?

Information or systems too complicated to access, too much Jargon , too little Jargon,

and language too technical. 95% of all purchasing decisions are made in the subconscious mind, yet most marketing messages focus on the minuscule 5% conscious thought process instead of accessing the underlying persuasive patterns that signal the speaker as an insider.

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When timely data, expert advisors, and innovative culture combine with the talents that made your organization great, historical records show a 10X increase in Leadership Successes. What is that kind of momentum worth to you and your organization?

The results?

90 times greater influence and 5X increased the chance of a sale.

Working with a highly qualified business advisor yields:

a median 7X increase in investment for those that commit for at least 6 months.

51% increased team effectiveness

61% overall business management

72% improved communication skills

73% higher quality of interpersonal relationships

Want to Out-wit, Out-think and Out-perform your competition this year?

The formula is so simple you will almost certainly walk away from it in denial and miss out on the payout, but for those who are ready... the secret is...

TEAM.

About Kimberly Bonniksen, EdD

Dr. Kimberly Bonniksen is the founder of the Legend People Research and Marketing Group. Dr. Bonniksen's specializes in guiding leaders to freedom through change in marketing, communication, strategy, and research backed by the Assured Strategies values. Bringing decades of service in business and education for industry leaders including University of Phoenix, Costco, Tony Robbins Business Breakthroughs International, and countless others, Dr. Bonniksen has witnessed the development and progression of many Legends.

With a bachelor's in Communication and Political Science, a Master's degree in Humanities and a doctorate in Educational Leadership and Technology, Dr. Bonniksen enjoys working with and learning from leaders across many industries. Dr. Bonniksen's research uncovered the forgotten, powerful formula of LEGENDS, bringing it back to the forefront of marketing and business with a passion to inspire authenticity and brilliance on behalf of business leaders and in service to their organizations and the greater community affected when business leaders thrive.

About Assured Strategy

Our purpose at [Assured Strategy](http://www.assuredstrategy.com/) is to Guide Leaders Through Change to Find Their Freedom. The Core Ideologies of the Guide were based on the values of:

- Value For All – In our relationships we focus on achieving win-win.
- Do What You Say – Stay hungry, hold others accountable, and deliver results.
- Be Authentically You – Be who you are. Own your strengths and weaknesses and be considerate of others. Allow others to bring consciousness to you through sharing and you do the same for them.
- Actively Learn – By learning you will teach, by teaching you will learn.
- Be Bold – “Courage is not the absence of fear, it is acting in spite of it” -Mark Twain

Website: <http://www.assuredstrategy.com/>



Media Contact

Assured Strategy

kbonniksen@assuredstrategy.com

702-421-3212

2831 St. Rose Parkway, Suite 200 Henderson, NV 89052

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