

CUSTOMER WANTS WORKSHEET

What Your Customer (*Really*) Wants

What customers say they want, and ultimately buy, are not always the same thing. It's often your job to read between the lines in order to meet their unexpressed need. Here's a tool that can help.

Answer these questions (in progression):

1. What does [your customer] want?
2. Why are they unable to get it?
3. Why do you think they're not getting it?
4. What makes you say that?
5. What change is therefore necessary?

What does a Rogue customer want?

To be the leader that successfully moves the business in a new direction and achieves significant outcomes. They want the thinking of the big agencies, but can't afford the large retainers or don't have the clout to garner their attention... but they don't want the inconsistency and oversight needed to work with a contractor or solopreneur.

Why can't they get it?

There are so many voices clamoring for their attention telling them they know how do marketing tactics better and everything sounds the same. In this to scenario, it's easier to do nothing. They tried an approach on their own or had an agency/consultancy involved but didn't see the results they wanted to.

Why do we think they're not getting it?

They try on their own... but don't know how to execute for results. When they look outside, everything sounds the same. Funnels. Conversion. Optimization. Paid Media. Isn't it all the same? So why not look for a less expensive option?

What makes us say that?

They believe things that data/insights don't support. They're undercapitalized and choose to cut corners and look for less expensive options because they're hit with unexpected surprises or are impatient to let strategies that need time to grow.

What change needs to happen?

Align with a team that continuously asks the right questions. Not aligned to a marketing discipline, believes in them all. And looks for ways to most effectively use the investment you have or tell you why it's not enough to meet the minimum threshold of outcome success – someone with what we have trademarked, strategic practicality™.