



*Understanding the Customer
How to Market and Connect*

Opportunities and Objectives

- Understand and accept that people purchase in a different way
- Question everything
- Think differently – Using Design Thinking
- What Problem are we trying to solve and for whom?
- Understand what “they” want rather than what we need
- Ideas and Strategies for alignment

What we see



Reality



Design thinking:

- Revolves around a deep interest to understand the people for whom we design products and services
- Helps us observe using empathy with the target users
- Enhances our ability to question. In design thinking you question the problem, the assumptions and the implications
- Proves extremely useful when you tackle problems that are ill-defined or unknown
- Involves ongoing experimentation through idea generation, prototyping, testing and iteration of new concepts and ideas



Traditional MRI



Adventure Series





What Problem are we trying to solve and for whom?

Quick Exercise to understand the process



Design the Future Customer Acquisition Model

- Identify the hidden need
- Give your customers something they need but have perhaps not yet expressed
- Use the perspective of the people you want to help
- What should we continue to do?
 - Connections, Awareness, Marketing
- What should we abandon? (everything that can't be measured)
- What will work? How will we know?

Design the Future Customer Acquisition Model

- Help them buy
- Don't sell solutions
- Give them outs
- Embrace an "It's not them it's me" mindset
- Make stuff they need and want
- Use empathy, expansive thinking and experimentation

Jeff MacIntyre

President Grand Valley Construction Association

jeff@gvca.org

LinkedIn Jeff MacIntyre