



## Introducing Marketing Sonar

A NEW PRODUCT FROM THE ROCHESTER PENGUIN GROUP

**IF YOU WANT TO KNOW WHAT YOUR CUSTOMERS OR PROSPECTS ARE  
THINKING , THE BEST WAY TO FIND OUT IS**

## To Ask Them

The Rochester Penguin Group brings a new methodology to the time tested "Voice of the Customer" surveys. We don't do focus groups, we don't send out long lists of easily misunderstood questions or do Internet surveys. Our human callers ask the customers directly, using your pre-approved script what they think about:

- Your Existing Product
- Your Potential New Product
- Your Company
- Your Competitor's Products

- > **We help you define your market space** ⇒ First we categorize your ideal customers by demographics and psychographics and find more like them.
- > **We help pick the prospects to contact** ⇒ Then with your help, we pick from those categories likely prospects to target
- > **We contact them** ⇒ We contact the targets by phone and ask them about you or your product using a carefully prepared script
- > **We analyze the results and share them with you** ⇒ We analyze the customer responses by category and the nature of their response and report the results

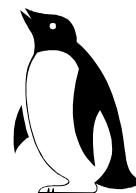
### To Learn More:

Contact the Rochester Penguin Group at [info@rochpenguin.com](mailto:info@rochpenguin.com)

### Marketing Sonar Is

- ▶ MARKET DEFINITION
- ▶ TARGET SELECTION
- ▶ TARGET CONTACT
- ▶ RESULTS ANALYSIS

### Rochester Penguin Group



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