

Finding out what your customers want

Getting answers
to those difficult marketing questions

ASK

What if you were to have all the answers to those difficult marketing questions?

You will:

- decide which marketing strategy to use when promoting a new product
- argue the case more effectively for producing new promotional literature
- increase sales quickly and easily

You won't:

- waste time and money with ineffective marketing tactics
- waste money targeting the wrong market segments

All this information can be yours at a very cost effective price. Answers & Solutions Kent will **ASK** all the questions for you and provide you with the information you need to make your marketing more effective and to increase your sales in a much shorter time.

We can find out for you:

- Why you lose business to your competitors
- How your products/service compares with those of your competitors
- What improvements your customers would like to see
- What you need to do to get the business from your competitors
- How you should introduce your new products/services to the market
- Which promotional messages work best
- What your staff think about your company and its products/service

ASK

ASK has been doing this for clients for over twenty years, helping them to grow their business and improve their service to existing clients. ASK has a proven method of identifying marketing direction, enabling more effective marketing planning and quicker and better results.

Let ASK do the detail work, allowing you to be even more creative, strategic in your marketing and proactive with your existing clients.

If you would like to know more, ASK for your marketing solutions by calling our marketing help line (free) on 0800 435 153 today. In the meantime have a look at our website at www.ask-kent.co.uk and email us with your request.

Patricia Romain
– our resident psychologist.



ASK

List of projects carried out

Sector	Details
Advertising	Client satisfaction survey
Architects & Surveyors	How to sell survey services
Asbestos supplies	How to sell to the asbestos removal industry
Asbestos surveys	How to sell surveys
Building	Staff attitude survey
Carpentry	Survey of school needs
Charity	Survey of how companies purchase training
Computers	Customer satisfaction survey
Computers	How people buy computers and peripherals
Computers	Survey of computer users
Engineering	Sector research into how people buy heat treatment
Engineering	Survey of engineering companies
Engineering	Survey to locate new customers
Engineering	Survey of building owners
Engineering	Lab equipment customer satisfaction surveys
Entertainment	Survey into how organisations buy corporate entertainment
Exhibition services	Survey of event organisers
Food	Survey of how catering establishments buy fruit & vegetables
Glazing	How to sell to window installers
Hearing aids	Survey of hearing aid dispensers
Laundry	Survey of how chefs purchase their work wear
Learning	Survey on how training providers market their services
Learning	Researching local firms on how they buy training
Learning	Survey of how firms sign up for Apprenticeships
Lens making equipment	Survey of UK opticians
Local Government	Client satisfaction surveys
Manufacturing	Survey of potential customers for gear hobbing
Manufacturing	Survey of tanning salons
Manufacturing	Why and how people buy sheet metal services
Manufacturing	Survey of how to sell tool chests
Metal coating	Survey of engineering and manufacturing companies
Packaging	Survey of marketing departments
Packing	Survey of large manufacturers
Photography	Survey of past clients
Print finishing	How UK companies purchase print finishing
Printing	Survey into UK market opportunities
Printing	Survey how buyers in large organisations buy print
Publications	How to sell more magazines
Signs	Market entry to marketing departments
Software	Survey of occupational health departments
Stationery	How people buy calendars, diaries and Christmas cards
Telecoms	How people buy telecoms
Turf	Survey on pricing

Testimonials

"Your survey quickly showed us that there were no significant changes in our marketplace and that our customers are pretty satisfied with our products."

– John Brooks, Chairman,
Leisure Controls International Ltd

"Thanks for carrying out the survey into the market for chef's whites so speedily. You quickly ascertained that our assumptions were incorrect and have now pointed out the way for us to proceed."

– Ken Wheeler, Sales & Marketing Manager,
Stalbridge Linen Services

"Thanks for the report on the provider marketing survey. Your report was very useful for a provider review with our provider contract managers - especially your visit notes."

– Sarah Leith-Russell, Marketing Manager,
Learning + Skills Council, Luton & Bedfordshire

"Thanks for your report on the marketing effectiveness of our training providers which I've read with interest - it does make rather depressing reading! It will be interesting to see if your follow-up evaluation report shows any improvement."

– Jane O'Keeffe, Marketing Manager,
Learning + Skills Council, Essex

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