



Product Development Consulting Services

Better information about the market means less risk, higher trial rates, better conversion, and long-term compliance when your product is launched.

SeniorTalk is deeply familiar with the beliefs, attitudes, habits, and cognitive processes that drive purchasing and usage behaviors in the mature market. Our knowledge enables clients to develop products that more precisely target needs, building brand equity and market share. Put simply, we clear the path to accelerated profits.

Pre-Launch Product Testing and Marketing Research

SeniorTalk provides clients with a wide range of qualitative and quantitative research capabilities, from market definition to customer profiling and on to concept through in-home use testing. In every case, the quality of information depends on asking the right questions. **SeniorTalk**'s familiarity with the market has given us the advantage of knowing not only the right questions, but also when to follow-up and dig deeper.

Our long experience is a part of each survey instrument we develop and is evident in the professionalism of our U.S.-based live outbound and mail surveys. We recruit from our database, so our clients risk none of the exposure that comes from Internet or other public recruiting.

Product Development Consulting

The pre-launch phase is a time for decisions. With **SeniorTalk**, there is no need for inference. We clarify the issues and outcomes with research establishing:

- ✓ Awareness of and perceptions about the product and its competitors
- ✓ Purchase and usage behaviors, intentions
- ✓ Attributes determining satisfaction/dissatisfaction, which can become opportunities to optimize the product
- ✓ Value of product features for value-added pricing strategy
- ✓ Price sensitivity and comparative price perceptions
- ✓ Impact of sampling and market materials
- ✓ Response to channel strategies
- ✓ Forecasts of conversion rates

SeniorTalk turns this data into actionable information clients can use to hone product concepts, determine benefit points for sales efforts, and fine-tune launch strategy.

Our solutions go beyond the provision of information. With **SeniorTalk**'s proven marketing programs, clients can test launch strategies and offers before implementing a full launch. Our comprehensive approach has reduced time to market and saved clients money.

SENIOR**Talk**[™]
MARKETING

www.seniortalkmarketing.com