

Vendor workshop

New perspective on your customers through benchmarking

Each of your customers and prospects has a different way to configure information strategy, decision-making and management. Gain research-based insight on these variations through Jinfo's benchmarking data.

Jinfo Consulting offers a tailored view on how your customer base compares with our benchmarks, giving you fresh perspective on:

- The metrics your customers are likely to emphasise to measure value
- Who you really need to influence to make relationships succeed
- Where to find additional opportunities
- Red flags for risks to your relationships.

We deliver these insights through an online workshop, during which you have time to ask questions, discuss how to apply findings and develop specific next steps for acting on the results.

How it works

We begin with a short intake interview, to ensure we understand how you think about and develop your customer base, considering the following dimensions:

- Industries of interest
- Primary decision-makers and influencers
- Problems your products and services solve
- Your perceptions and assumptions about how customers measure value.

We then run a series of tailored reports from our benchmarking data, to compare your customer environment to our dataset. Your Jinfo analyst will then provide you with a detailed report comparing your customer population to our benchmarks.

We then run a 90-minute online workshop to dig into the results. We facilitate robust discussion on:

- Commercial strategy and sales
- Customer engagement
- Product/service planning and design.

Following the workshop, we provide you with an updated version of the report, with notes reflecting our discussion, along with practical recommendations for how you might use these insights in product/service planning, sales and customer engagement.



"Jinfo Consulting was a valued partner and adviser to us as we explored new markets. They understand the needs, pain points and vocabulary of the information professionals who make and influence decisions for our customers and prospects, and they helped us "translate" our features and benefits to the needs of these audiences. Without their help, the process would have taken longer, cost more, or simply not gotten done. With their help, we were able to make measurable progress on new sales in important new markets."

*Leigh Walters, Chief Revenue Officer,
TRG Screen*

[More testimonials](#)

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