

# Competitor Pathfinder

*"Maximise your strengths,  
Minimise your weaknesses"*

*"KyteMark developed an easy-to-use system which enabled us  
to 'put our hands' on the major competition. Our salespeople love it!"*

<b>Understand your business case</b>	<ul style="list-style-type: none"> <li>• Research your offering vs. your competitors'</li> <li>• Objectively identify Strengths &amp; Weaknesses</li> <li>• Enhance your Strategic Planning</li> </ul>
<b>Bespoke design</b>	<ul style="list-style-type: none"> <li>• Select the format which works best for you</li> <li>• Fully-adjustable</li> <li>• Online or hard copy</li> </ul>
<b>Identify key variables</b>	<ul style="list-style-type: none"> <li>• Research to understand market requirements</li> <li>• KyteMark has extensive market analysis experience</li> <li>• Refine &amp; testing</li> </ul>
<b>Easy maintenance</b>	<ul style="list-style-type: none"> <li>• Set-up as one-off or ongoing project</li> <li>• Option of self-maintenance or KyteMark support</li> <li>• Full documentation</li> </ul>
<b>Mystery shopping available</b>	<ul style="list-style-type: none"> <li>• Option of gathering proprietorial data</li> <li>• KyteMark can set up accounts or buy on your behalf</li> <li>• Test &amp; refine key variables</li> </ul>

# About KyteMark

**What our customers say about us**

**We take time to uncover our customers' needs**  
*"David and Matt were great at listening to us, and quickly understood our concerns."*  
 Nitesh Patel, MD Biofuel Refineries

**We are methodical, structured, and timely**  
*"Our research programme was expertly constructed, speedily delivered, and provided us with clear, practical guidance for winning new customers."*  
 Jenny Moseley, Director Opt-4

**We are innovative**  
*"Customer Pathfinder identified the value that business owners received from my mentoring, which gave me the confidence and conviction to set up Heart of business. It really helped me to find the right path and to take it."*  
 Jackie Jarvis, Director, Heart of business

**We are proactive and results-driven**  
*"I never dreamed we'd achieve the prominence that KyteMark's research initiative gained for us – receiving a compliment on a House of Commons letterhead really took my breath away!"*  
 Michael Mitchell, Gamea Consulting

**About Us**

**KyteMark has over 20 years' experience in Customer & Prospect research**

*Possessing a unique combination of interviewing and writing skills, KyteMark always strives to add value to the customer's bottom line.*

*Using tried and trusted contacts across a number of industries, KyteMark can co-ordinate and deliver upon the Action Points we have identified for our clients.*



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To see if you can qualify for grant-funding, call us on 07989 549936

# Market Pathfinder

*"Knowledge is power -  
know your market"*

# Prospect Pathfinder

*"Discover new markets,  
Expand existing ones"*

# Customer Pathfinder

*"Know your customer,  
Grow your business"*

*"KyteMark got under the skin of our customers,  
and discovered what really kept them awake at night"*

*"KyteMark undertook an objective view of our marketplace,  
helping us to identify where new business  
opportunities might genuinely be found"*

*"My heart is already soaring with the insights I have gained"*

Discover your future market forces	<ul style="list-style-type: none"> <li>Keep ahead of the next market wave</li> <li>Uncover future spending drivers</li> <li>Understand what your market really values</li> </ul>
Find the best opportunities for your business	<ul style="list-style-type: none"> <li>Informed product development</li> <li>New applications of existing services</li> <li>Market-led pricing strategy</li> </ul>
Independent and professional insight	<ul style="list-style-type: none"> <li>20 years' experience in market analysis</li> <li>Extensive desk-top information sourcing</li> <li>Strategic road map and planning</li> </ul>
Wide variety of market analysis tools	<ul style="list-style-type: none"> <li>Online surveys for warm markets</li> <li>Telephone surveys for new markets</li> <li>Bespoke solutions available</li> </ul>
Enhance your position as market experts	<ul style="list-style-type: none"> <li>Industry Reports or White Papers</li> <li>Soundbites for PR or public speaking</li> <li>Use across marketing communications</li> </ul>

Scope your market	<ul style="list-style-type: none"> <li>Face-to-face meeting to define the brief</li> <li>Research, understand &amp; identify key market drivers</li> <li>Formulate a Sales Plan with defined targets</li> </ul>
Build and qualify a target list to maximise sales conversion	<ul style="list-style-type: none"> <li>KyteMark guides list-building via research, or buy-in</li> <li>Initial call to qualify contact info &amp; decision-makers</li> <li>Test &amp; refine script with telemarketer</li> </ul>
50 prospect calls	<ul style="list-style-type: none"> <li>KyteMark-drafted introduction letter</li> <li>Briefing &amp; ongoing management of telemarketer</li> <li>Prospects called back until outcome attained</li> </ul>
Meetings can be accompanied by KyteMark	<ul style="list-style-type: none"> <li>3rd party presence for credibility &amp; objectiveness</li> <li>Market research to feed back into database</li> <li>Continuous refinement of sales approach</li> </ul>
Report summary and way forwards	<ul style="list-style-type: none"> <li>De-brief with telemarketer</li> <li>Final Report summarises issues &amp; findings</li> <li>Proceed solo, or with KyteMark's ongoing help</li> </ul>

1-hour client briefing	<ul style="list-style-type: none"> <li>Pre-planning to understand industry</li> <li>Identify issues and objectives</li> <li>Develop 3 Core Questions for customers</li> </ul>
6 in-depth Customer Interviews	<ul style="list-style-type: none"> <li>Uncover Needs &amp; Wants from Core Questions</li> <li>Follow-on Questions provide context</li> <li>Form the basis of the Strategic Report</li> </ul>
Practical outputs for use in marketing	<ul style="list-style-type: none"> <li>Customer Testimonials – best soundbites</li> <li>Case Study – written up in your style</li> <li>Strategic Report – involve your customers</li> </ul>
Referrals usually pay for the report itself	<ul style="list-style-type: none"> <li>Customer Interviews elicit referrals</li> <li>Follow-up calls post-report to request again</li> <li>Keep present on customer's opportunity</li> </ul>
Strategic report with Action Points	<ul style="list-style-type: none"> <li>Uncover your expert 'sweet spot'</li> <li>Demonstrate you care to your customers</li> <li>TO DO list, Timetable &amp; Ancillary Services</li> </ul>