



**The art of gaining insights by experiencing your customer's environment**

*Imagine a place where you can see your customers and products all under one roof, where you can experience the strategy in action, see trends evolving, where you can gain new perspectives, inspiration and ideas. Such a place exists, it's the physical marketplace. If this all sounds too easy the challenge however is in being able to see this environment through new eyes. The art of experiencing this is called.....Market.*

## **What is Market?**

Market is both a mindset and a technique which enables you to visit the marketplace where your products and services are actually bought in order to build your business. Market will give you a real sense of the marketplace, a depth of understanding which can be applied throughout the business. It helps you to get closer to customers by spending time in their environment which can help you develop your Customer Sense, a feel for what customer's think and experience.

## **What can Market bring to your business?**

The Market and Customer Sense approaches are designed to enable people to gain practical insights from the customer experience:

- view your Marketing from the customers perspective
- use instore insights to improve communication to customers
- benchmark your offer against competitors to highlight points of difference
- identify new and emerging patterns and trends
- develop marketing at the point-of-purchase skills
- bring existing initiatives alive with the art of sales and marketing.

## **Who could use Market as part of their work?**

The Market technique has been used by retailers, service providers and product suppliers, adding value to a wide variety of functions including: buying, product development, sales and marketing, consumer insights, distribution and production.

## **How do you learn and apply Market?**

Market is best learnt in a store, experiencing the Market technique in action, as part of a practical Workshop. It is possible though for Market to be brought to you by using photographs, examples, stories and other real-life tools. Managers can also learn the Market technique through 1 to 1 coaching and train the trainer programmes. Consultancy from the creator of Market Jane Fletcher is available and she is also happy to provide a range of ongoing support through in-house clinics, coaching, best practice sharing and mentoring that help clients to extract the most value from using Market and Customer Sense in their business.

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