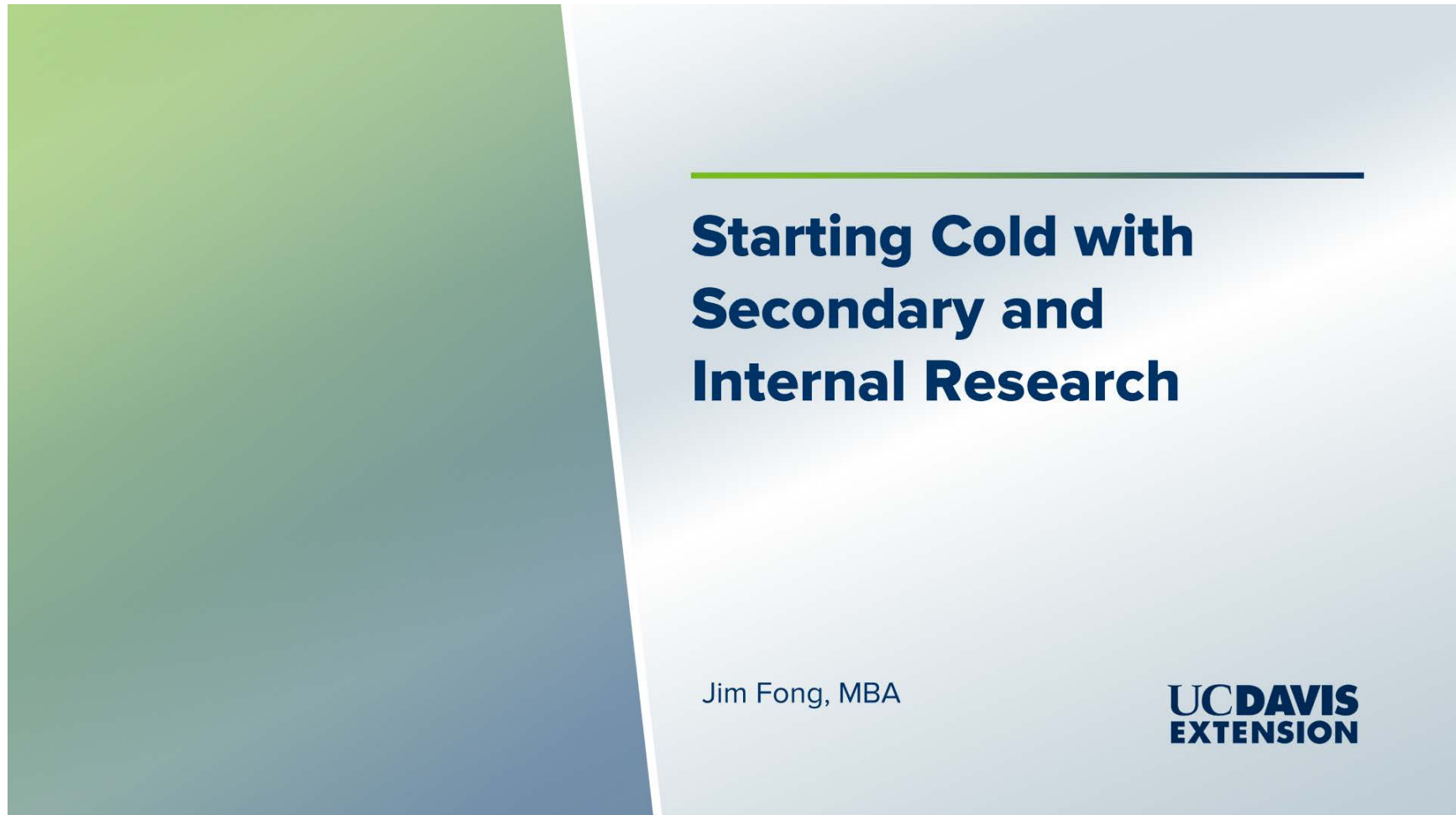


Lesson 2.4: Starting Cold with Secondary and Internal Research

Slide 1: Starting Cold with Secondary and Internal Research

The slide features a light blue background with a green-to-blue gradient on the left side. A horizontal line, colored green on the left and blue on the right, is positioned above the title. The title is in a large, bold, dark blue font. Below the title, the presenter's name is displayed in a smaller, dark blue font. In the bottom right corner, the UC Davis Extension logo is shown in dark blue.

# Starting Cold with Secondary and Internal Research

Jim Fong, MBA

**UC DAVIS**  
**EXTENSION**

Slide 2: Learning Objectives

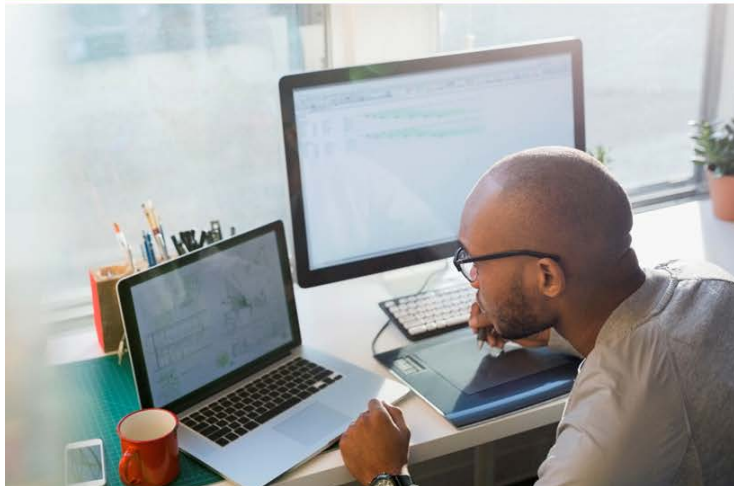
## Learning Objectives

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Apply secondary and internal research when starting cold

Slide 3: Starting Cold

# Starting Cold



Client: specialty personalized  
bicycle tires

I had a lot to learn

Gathered secondary research

Slide 4: Asking

# Asking



I asked questions

I asked for internal research

Slide 5: Market Research

# Market Research

...is a process

...is a relationship





Slide 6: It Took Both

## It Took Both

Internal assets

Secondary research

Company may not  
realize value of what  
they have



Slide 7: You Need to See

# You Need to See

Budgets

Complaints

Churn reports (why  
customers leave)



Slide 8: These Direct the Research

## These Direct the Research



Move from what is causing  
the problem

To how to fix the problem



Slide 9: On the Breadcrumb Trail

## On the Breadcrumb Trail

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They have the breadcrumbs

Your job is to see  
where they lead

You bring a  
fresh perspective

Slide 10: What Breadcrumbs Do

## What Breadcrumbs Do

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Narrows down  
possible directions

Suggests a new direction

Indicates the quality of  
the company



Slide 11: Internal Research May

## Internal Research May

Shape the focus of the research

Reverse the client's request

Override their assumptions



Slide 12: Business Example Shows

## Business Example Shows

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Value of skilled  
market researcher

Redirection based  
on scientific facts

What clients assume  
may not be real problem



Slide 13: Case Study

## Case Study

Cruise line business down 40% after 9/11

Noticed real reason bookings were down:  
customers passing on

Recommended marketing to younger customers



Slide 14: They Had Assumed

## They Had Assumed

Average age of customer base mid-70s

Other cruise lines were not their competition

Reshaped marketing to younger demographic



Slide 15: Demonstrated Value of...

# Demonstrated Value of...

Combining internal and secondary research

Market research professional

Analyzing without assumption or bias