

Understanding Customer Needs

1 Week Experience

You cannot please all people all of the time. Marketers have long understood this and have developed a methodology for identifying and appealing to the customers who will ensure business success. No matter the function, it is critical for leaders to know how to prioritize and cater to the audiences they serve, positioning their products and services accordingly.

In this experience, Professor of Marketing Barbara Kahn provides leaders with the frameworks needed to think critically about the audiences they currently address. They will also learn to think more strategically about whom they should serve and how to shape their products or services to successfully enhance customer focus and meet the needs of that audience.

Key Learnings

- The Importance of Customer Centricity
- Customer Segmentation and Targeting
- Cohort Analysis
- Brand Positioning
- Perfecting The Elevator Pitch

Assignment Details: Your Customer-Based Action Plan

- Analyze internal or external customers needs and develop a “back of the napkin” segmentation scheme
- Choose a target segment; develop appropriate positioning
- Optimize your product/service to better satisfy your target

Estimated Time Commitment: 2.5–3 hours

Faculty Video Lectures: 30 Minutes

Create Action Plan: 75–90 Minutes

Interactive Activities: 45–60 Minutes

Faculty: Barbara Kahn



BARBARA
KAHN

Barbara E. Kahn is the Patty and Jay H. Baker Professor of Marketing at The Wharton School. She is an internationally recognized scholar on variety seeking, brand loyalty, retail assortment issues, and patient decision-making, and her research provides business leaders with a better understanding of the consumer choice process. She is the author of several books, including the *The Shopping Revolution: How Successful Retailers Win Customers in an Era of Endless Disruption* (Wharton Digital Press).