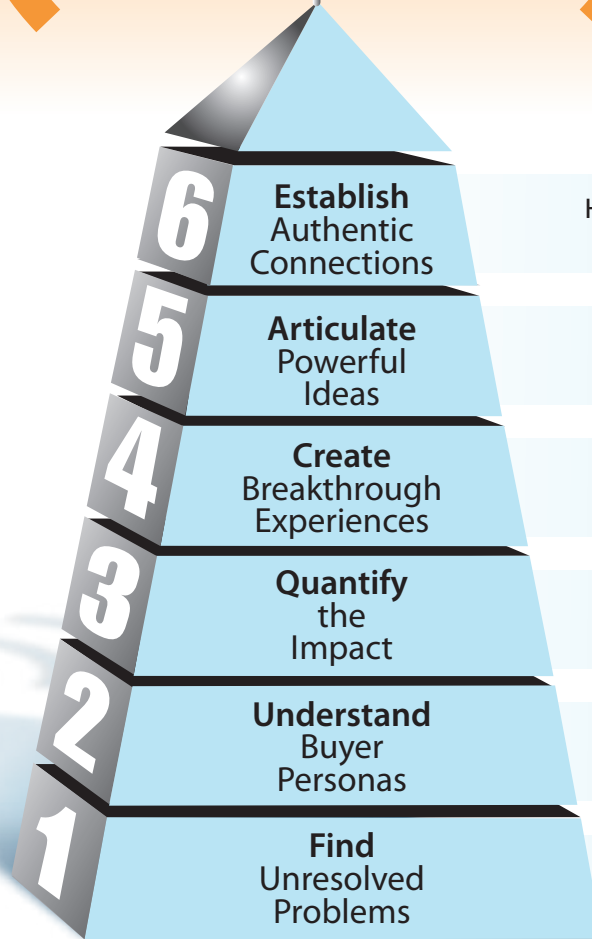




# Tuned In Process



How do we tell our buyers that we've solved their problems so they buy from us?

How do we establish memorable concepts that speak to the problems buyers have?

How do we build a competitive advantage?

How do we know if we have a potential winner?

How do we identify who will buy our offering?

How do we know what market and product to focus on?

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