

This is a summary of the “Outlook on 2012” survey conducted by Heinz Marketing and OnTarget Consulting & Research. Nearly 100 business leaders and marketing executives from the Puget Sound area reported on how well they believed their company or organization performed in 2011 as well as their outlook for 2012. Over 80 percent of respondents participating in the survey were the owners or executive/senior leaders of their organizations.

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OUTLOOK ON 2012 RESEARCH RESULTS

Key Findings and Recommendations

Summary of Findings

- Business leaders continue to believe their organizations are responding well to the business challenges they are facing. For the second year in a row, over 70 percent of survey respondents reported being encouraged by how their organizations responded to the business challenges faced during the year.
- Survey respondents report that their organizations are performing at about the same level of effectiveness in retaining existing customers and winning new customers as they were in the previous year. Approximately 20 percent of respondents gave their organization a grade of “A” and 50 percent gave a grade of “B” for their effectiveness in both retaining and winning new customers.
- Nearly 90 percent of respondents reported that their organizations made changes to their sales and marketing strategies in 2011. Many reported that these changes focused on placing more discipline at all stages of the sales process and increasing emphasis on better serving and caring for existing customers.
- Over 90 percent of respondents that reported making changes to the sales and marketing strategies in 2011 were optimistic that those changes would improve company performance in 2012. These respondents reported seeing early signs of increased effectiveness in both retaining existing customers and winning new ones.

Detailed Findings

Encouraged or discouraged by the company’s ability to adapt and respond to business challenges

	2012	2011
Encouraged	75%	71%
Discouraged	11%	15%
Neither encouraged or discouraged	14%	14%

Grade given for company’s ability to retain existing customers

	2012	2011
Give our organization a grade of “A”	22%	24%
Give our organization a grade of “B”	57%	57%
Give our organization a grade of “C”	21%	19%

Grade given for company’s ability to win new business

	2012	2011
Give our organization a grade of “A”	22%	19%
Give our organization a grade of “B”	57%	47%
Give our organization a grade of “C”	21%	34%

Continued

Percentage of companies that modified sales and marketing strategies in 2011

	2012	2011
Give our organization a grade of "A"	22%	19%
Give our organization a grade of "B"	57%	47%
Give our organization a grade of "C"	21%	34%

Percentage of companies that modified sales and marketing strategies in 2011

Made modifications	88%
Did not make modifications	12%

Percentage of companies reporting doing a good job or implanting sales and marketing changes made in 2011

Yes	73%
No	11%
Don't know/not sure	16%

Top Reasons Reported for Believing That Changes Made to Sales and Marketing Strategies Were Successful

- 50 percent of respondents reported that their organizations were becoming more effective in winning new business
- 39 percent reported that they were doing a better job of retaining current customers
- 31 percent reported that their marketing and sales teams were more focused and motivated

Want to learn more about this survey, or discuss your own organization's outlook and readiness for 2012? Contact us at survey@heinzmarketing.com or via the contact information below.

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