

MASTERING YOUR MARKET

MARKET RESEARCH AND CUSTOMER DISCOVERY

PAT DONOHUE, SNAP-ON, INC.

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DISCLAIMER



DISCLAIMER

- I AM NOT A PROFESSIONAL RESEARCHER
 - I DO NOT WORK FOR A RESEARCH COMPANY
 - WE WILL NOT BE DOING ANY REGRESSION ANALYSIS TODAY

 - I WORK AT SNAP-ON AND I'M HERE TO HELP....
 - MY MISSION IS TO TALK ABOUT HOW QUALITATIVE AND QUANTITATIVE RESEARCH WORK TOGETHER AT MY COMPANY, AND HOW YOU CAN BUILD A PLAN THAT GENERATES MEANINGFUL INSIGHTS
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WHY DO MARKET RESEARCH?

UNDERSTANDING YOUR MARKET IS CRITICAL

- OPTIMIZE YOUR TIME AND EFFORT TO MAXIMIZE RESULTS
- HAVING A GREAT PRODUCT THAT NOBODY WANTS IS NOT A WINNING STRATEGY
- WHEN SEEKING MONEY, YOU NEED TO KNOW YOUR INDUSTRY, MARKET, CUSTOMER
- DEEP CUSTOMER FEEDBACK ON PRODUCT DOESN'T ALWAYS ANSWER ALL THE QUESTIONS
- COMPETITIVE LANDSCAPE AND IP LANDSCAPE CAN HELP AVOID LAWSUITS, STRENGTHEN YOUR IP POSITION



QUALITATIVE AND QUANTITATIVE RESEARCH @ SNAP-ON

QUALITATIVE

AND

QUANTITATIVE

- OBJECTIVES:
 - BUILD DEEP UNDERSTANDING OF APPLICATIONS AND CUSTOMER NEEDS
 - DRIVE PRODUCT DEVELOPMENT
- FEATURES:
 - 1ST PARTY RESEARCHER
 - SUBJECTIVE
 - EVOLVING

**QUALITATIVE DATA IS PRIMARY
DRIVER IN PRODUCT
DEVELOPMENT**

- OBJECTIVES:
 - UNDERSTAND MARKET, COMPETITORS
 - DEFINE INNOVATION SANDBOX
 - VALIDATE ASSUMPTIONS
- FEATURES:
 - 3RD PARTY RESEARCHERS
 - N=STATISTICALLY RELEVANT
 - OBJECTIVE & CONSISTENT

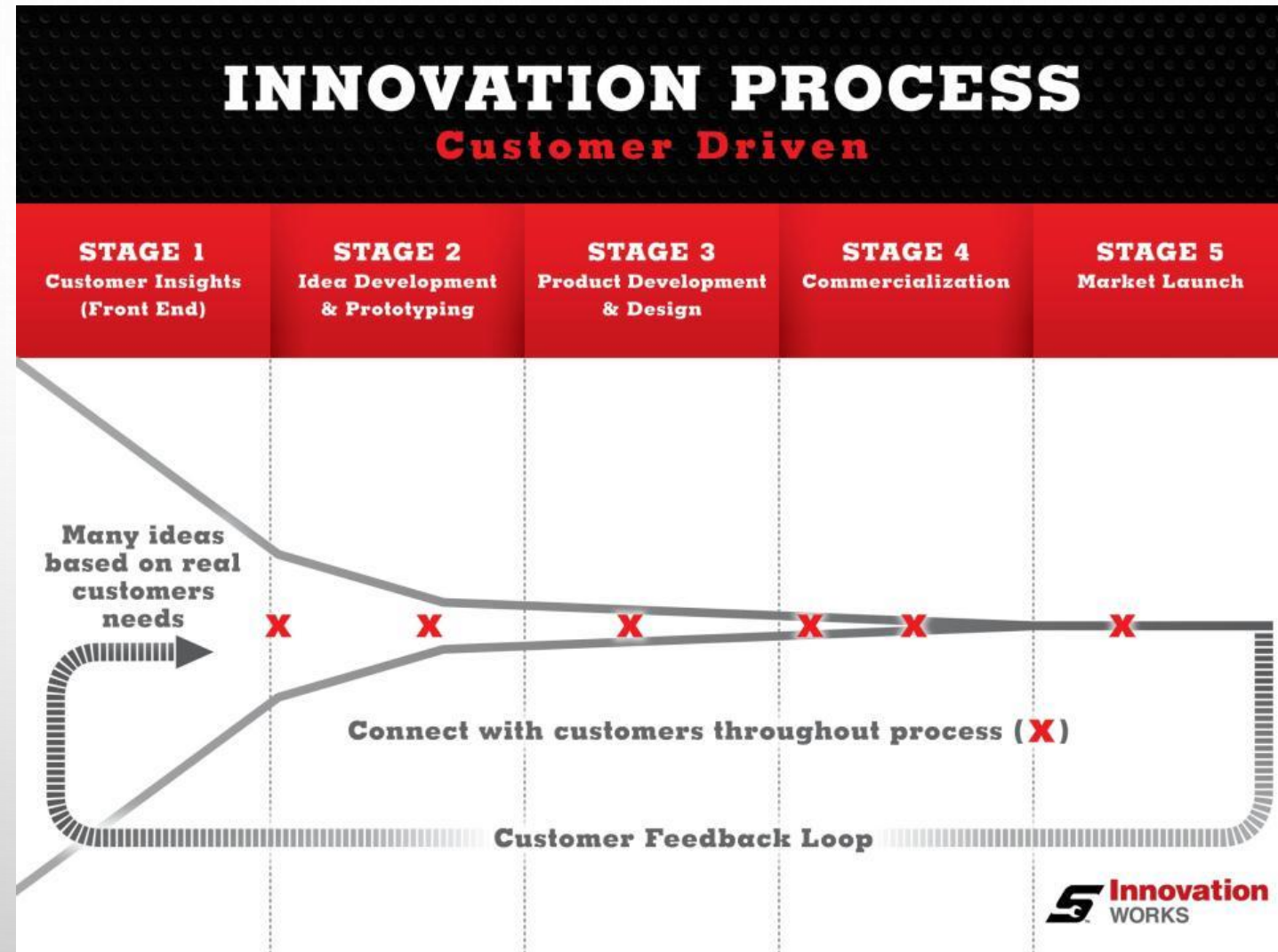
**QUANTITATIVE DATA PROVIDES
CONFIRMATION, REMOVES TEAM
BIAS AND GROUNDS THE TEAM**



QUALITATIVE RESEARCH @ SNAP-ON

QUALITATIVE RESEARCH KEYS:

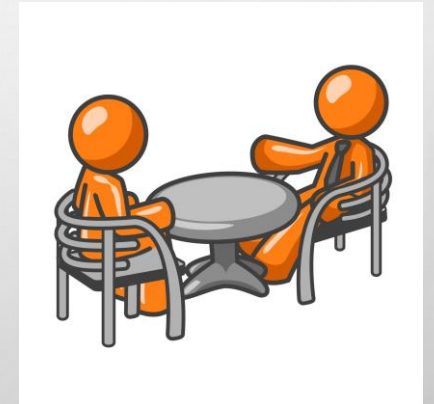
- 1) HAVE A PROCESS BUT STAY FLEXIBLE
- 2) CREATE A DIVERSE INNOVATION TEAM
- 3) BE ABLE TO TELL A GREAT STORY
- 4) BE CUSTOMER CENTRIC – LISTEN AND OBSERVE
- 5) HAVE A HIGH LEVEL OF EMPATHY
- 6) **GET OUT AND EXPLORE**
- 7) HAVE A LEARNING AGENDA



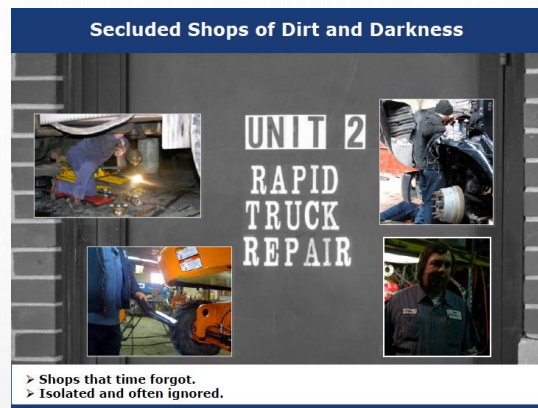
RESULT: HOLISTIC UNDERSTANDING OF CUSTOMER AND WORK BEING PERFORMED

QUALITATIVE RESEARCH EXAMPLES

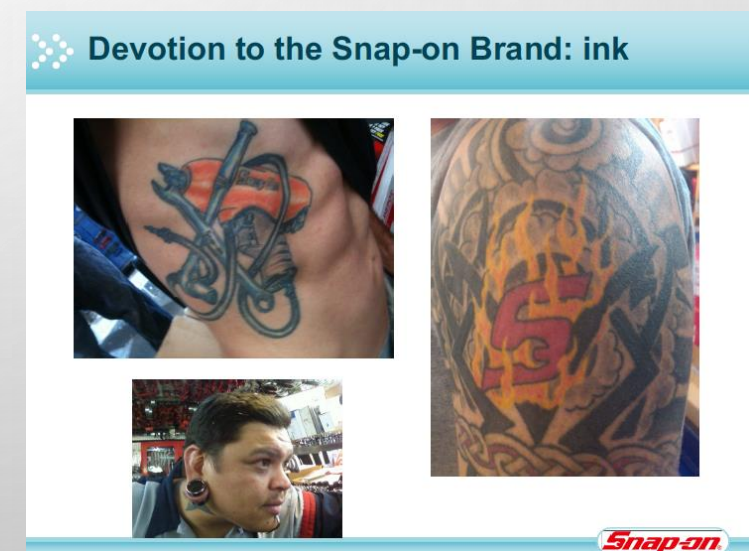
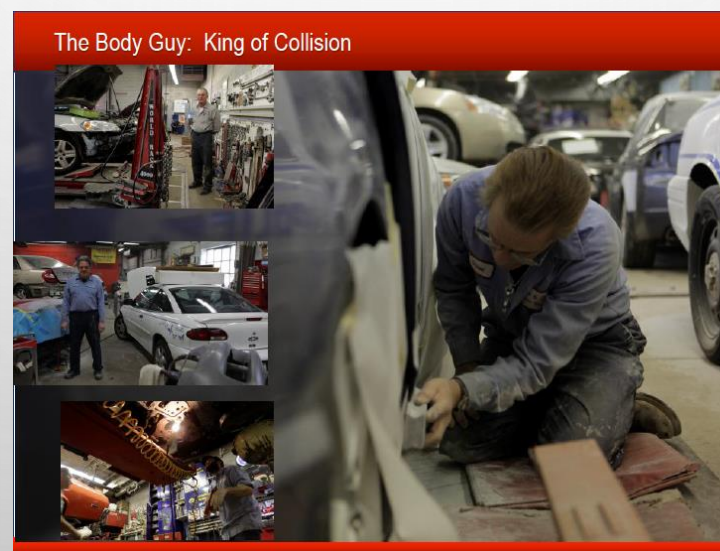
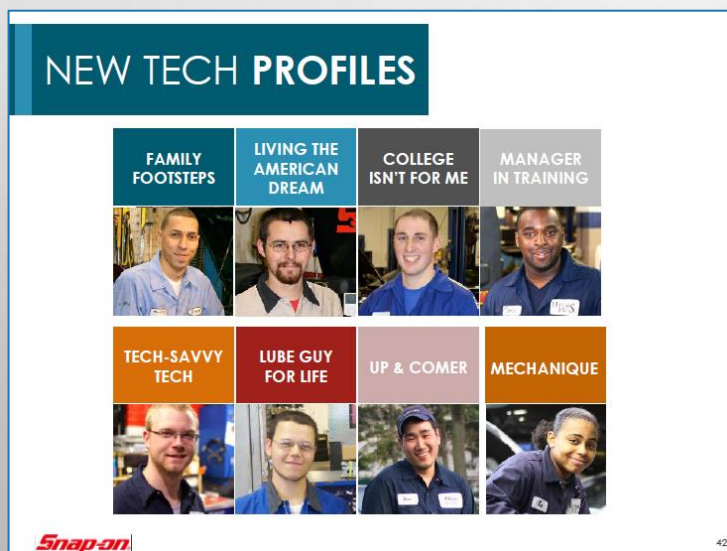
- IN-PERSON INTERVIEWS
- FOCUS GROUPS / ROUNDTABLE DISCUSSIONS
- 1:1 SURVEYS
- EXPERT PANELS
- ONLINE SURVEYS (SMALL N)



QUALITATIVE RESEARCH @ SNAP-ON



HELPING EXPLAIN OBSERVATIONS AND INSIGHTS AT HEAVY DUTY SHOPS



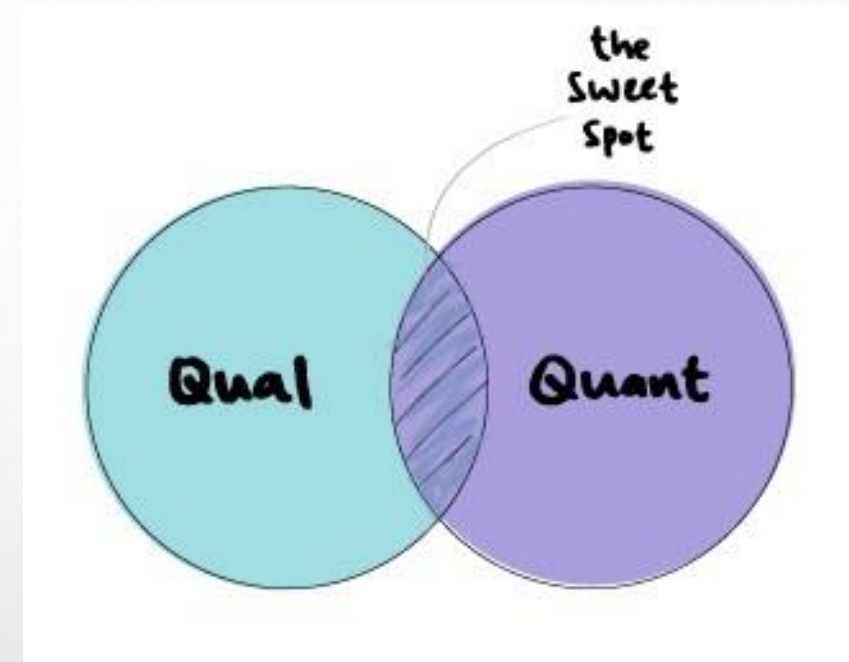
CREATING EASY-TO-UNDERSTAND TECHNICIAN PROFILES



QUALITATIVE AND QUANTITATIVE WORK TOGETHER

COMPLEMENT QUALITATIVE WITH QUANTITATIVE:

- RESEARCH THE INDUSTRY TO DEFINE YOUR INNOVATION SANDBOX
- UNDERSTAND THE COMPETITIVE LANDSCAPE
- BUILD AWARENESS OF COMPETITIVE PRODUCTS / PRIORITIZED FEATURES
- KNOW WHAT IS / IS NOT IN SCOPE



QUANTITATIVE RESEARCH: DEFINE THE INNOVATION SANDBOX

- HOW BIG IS THE MARKET?
 - WHO ARE THE TOP COMPETITORS / PRODUCTS / CHANNELS?
 - WHAT HAVE THEY PATENTED, WHEN?
 - WHAT TRENDS ARE IMPORTANT?
 - WHO BUYS THE PRODUCT?
 - WHAT FEATURES ARE USED TO DIFFERENTIATE?
 - WHAT DO CUSTOMERS THINK ABOUT VARIOUS PRODUCTS / FEATURES?
 - PRICING / MARGINS?
-
- WHERE SHOULD WE SPEND OUR TIME?
 - HOW MUCH SHOULD WE CHARGE?
 - WHERE SHOULD WE SELL?
 - DO I NEED A LAWYER?



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QUANTITATIVE RESEARCH: METHODS

- DO IT YOURSELF:

- GOOGLE SEARCHES
 - GATHER INFORMATION ON COMPETITORS, PRODUCTS, EVENTS, RESEARCH/PUBLICATIONS, INDUSTRY ORGANIZATIONS
- EVALUATE INTERNAL SALES DATA, ESTIMATE MARKET SHARE AND USE TO MAKE ESTIMATES
- FIELD ONLINE SURVEYS

- DO IT FOR ME:

- FIND 3RD PARTY RESEARCH THAT IS RELEVANT
- UNDERSTAND COST/TIMING FOR THEM TO CUSTOMIZE
 - GOAL: FIND A PARTNER, REFINE, THEN USE THEM PERIODICALLY
- PROS/CONS AND AVAILABLE TOOLS TO CONDUCT RESEARCH
- MUST UNDERSTAND THE METHODOLOGY
 - OFTEN AVAILABLE IN A FREE TEASER, WHITE PAPER
 - WILL INDICATE HOW MUCH WORK IS REQUIRED TO MAKE IT RELEVANT

Ex: Aviation tech preferences, global shop equipment data, Tool storage preferences



EXAMPLES OF 3RD PARTY RESEARCH

- MUST UNDERSTAND:
 - APPROACH AND METHODOLOGY
 - WHAT IS IN (AND NOT IN) THE DATA SET:
 - MARKETS
 - CHANNELS
 - PRODUCT MIX

The 2019 North American for Professional Power Tool Accessories

What the Study Will Cover

With a long history of 25 years, the 2019 Professional Power Tool Accessories Edition will provide a comparison to the previous Editions in 2015, 2011, 2004, 1998 and 1994.

The North American Market for Power Tool Accessories is complementary to the 2016 Professional Power Tool research conducted by the firm that included 19 power tools.

This study will focus upon capturing market back information from a large telephone based survey among professional contractors as well as market size and share data from leading accessory producers. The methodology is divided into two phases and is outlined in the table below.

Study Objectives

In order to take advantage of current opportunities in the recovering commercial and residential construction and remodeling marketplace as well as in maintenance repair and overall work, accurate planning data is needed.

7. Matrix Data Contractor purchases will be summarized, in matrix format, in terms of total yearly purchase frequency and annual purchase volume. Average purchases will be summarized as well. Data will be presented by geographic area, contractor type, contractor size, power tool accessory and distribution channel.

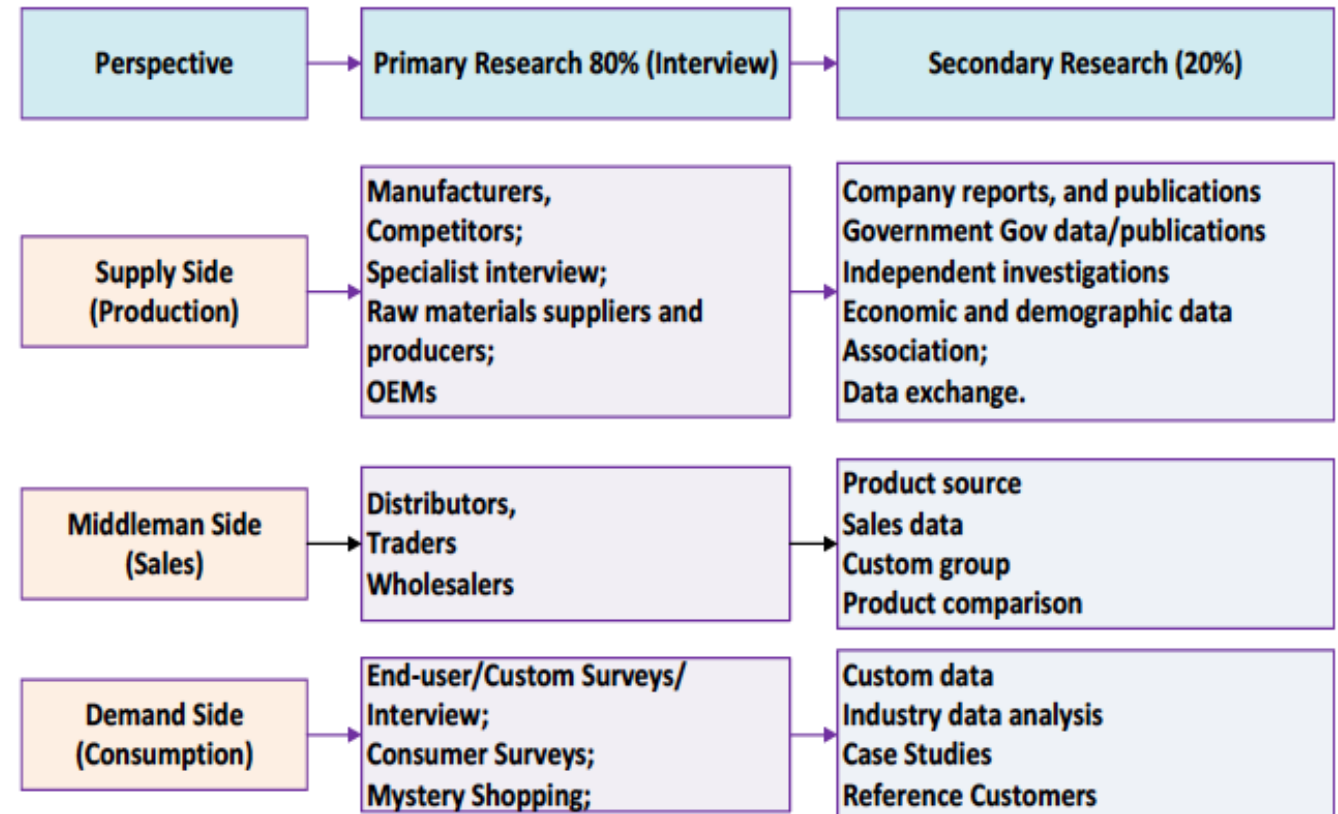
Data will be obtained from professional contractors and in-plant industrial maintenance, repair and overall personnel (MRO). Most importantly, information will be obtained using sufficient sample sizes and in such a manner that the data is projectable to the industry as a whole. This is one of the main goals of the study. As a result, it will provide the most comprehensive body of data concerning trends and current planning information on the Professional Power Tool Accessories Market available.

EXAMPLES OF 3RD PARTY RESEARCH

- MUST UNDERSTAND:
 - APPROACH AND METHODOLOGY
 - WHAT IS IN (AND NOT IN) THE DATA SET:
 - MARKETS
 - CHANNELS
 - PRODUCT MIX

Global Power Tool Accessories Market 2018 by Players, Regions, Type and Application, Forecast 2023

14.2 Data Source



RESEARCH THAT SUPPORTS YOUR OBJECTIVES

- TIMING
 - WHERE ARE YOU IN DEVELOPMENT AND...
 - WHAT DO YOU NEED/WANT?
- COST
 - BESPOKE 3RD PARTY RESEARCH IS \$\$
 - WHAT CAN YOU DO ON THE CHEAP?
- RESOURCES
 - DO YOU HAVE TIME / HUMAN RESOURCES TO DO THIS YOURSELF?
- RELEVANCE
 - HOW HARD DO YOU HAVE TO WORK TO MASSAGE 3RD PARTY RESEARCH TO MAKE SURE IT'S RELEVANT AND APPLICABLE?



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ONLINE SURVEY QUESTION EXAMPLES

* 10. How often do you use these items in your Monthly Merchandise Kit?

Never Rarely Sometimes Very Often Always

| | | | | | |
|-----------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| Receipt Backers | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> |
| Danglers | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Product DVD | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> |

* 5. Please rate your personal satisfaction with the Snap-on Tools Product Premiums?

Unsatisfied Neutral Satisfied

Apparel

(T-shirts, Caps, flannels, etc.)

☒ ☒ ☒

Business Aids

(Tote and promote bags/buckets, prize wheel/Plinko-like board, props, etc.)

☐ ☐ ☐

* 5. Please rate the following aspects of your internship.

Very Unsatisfied Unsatisfied Satisfied Very Satisfied

| | | | | |
|-------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Your Workload | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Your Team | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Your Department | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Your Supervision and Guidance | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Your Level of Responsibility | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Please explain your answers:

* 4. Please rate the following premium categories based on your customer's interests.

Not interested Neutral Interested

Apparel

(T-shirts, Caps, flannels, etc.)

☒ ☒ ☒

Business Aids

(Tote and promote bags/buckets, prize wheel/Plinko-like board, props, etc.)

☐ ☐ ☐

OTHER SURVEY EXAMPLES

How do you feel that **The Week** has changed in recent years?



Next

0% 

33%

How do you perceive **The Economist's** price relative to other publications?

- ☐ Less expensive than competitors
- ☐ Around the same price as competitors
- ☐ More expensive than competitors

Next

0% 

29%