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The essential voice of the customer

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Seefeld Group launches **Precision Insight** in partnership with Seneca Rocks Consulting – a novel approach aligning brands with quality sales prospects

This unique approach brings proven expertise in qualified lead generation with brand marketing research to find potential buyers who embrace specific attributes of client's product offerings, leading to more focused and efficient selling efforts.



Montreal, Canada / May 2022 – Seefeld Group, a “voice of the customer” consultancy serving business aviation and aerospace, has partnered with Pittsburgh based strategy consultancy, Seneca Rocks Consulting, to launch **Precision Insight**, an innovative, and recurring approach to direct marketing. Comprehensive brand health research is conducted to uncover key attributes and values associated with a given product or service brand. Then, leveraging consumer attitude and behavioural data profiling, potential buyers are matched to elements of the brand personality most relevant to them. Once a qualified list of potential buyers is composed and uploaded into CRM, the focus shifts to working with the client’s marketing teams to develop more precisely targeted messages which start and accelerate sales conversations.

Precision Insight takes a novel approach to targeted marketing by finding buyers that are interested in exactly what a brand is offering by profiling their publicly accessible personal and

business behaviour. In doing so, we going beyond surface level product attributes (such as performance specs and price) to uncover the underlying values that attract certain customers to certain product brands. Seefeld Group and Seneca Rocks are addressing a need in the aviation industry to identify and market to an increasingly segmented consumer audience in a highly competitive and surprisingly undifferentiated market landscape. The process is designed to pre-emptively link marketing activities with what sales teams will actually encounter to streamline the entire process, resulting in more sales and superior market insight.

Charles Porteous, President Seefeld Group says, “We often see a company’s selling activities and brand marketing are detached from each other thus limiting commercial potential. Generalized brand communications in their attempt to reach the broad market often ignore the fact that each buyer places importance on some brand values which are particularly dear to them as individuals. This is why we are taking our years of market research experience a step further with **Precision Insight** by developing unique personas of your sales prospects most interested in a specific aspect of your brand personality and then identifying them by name to kick start the customer acquisition process.”

Precision Insight is designed to be a recursive approach as it is based on continuous learning acquired from ongoing sales conversations and evolution in brand perception. The cycle of activities from brand research to targeted sales discussions are repeatable exercises. The results of each phase feeding into the next is a key feature of **Precision Insight**. Essentially, at a time of rapid change in the private aviation industry from both a product as well as a buyer standpoint, **Precision Insight** constantly measures the buyer perceptions and qualifies sales prospects while fine tuning a company’s brand message to accommodate the changing forces of the market.

The launch of our contemporary method of profiling and targeting potential buyers is aimed to service the full sector ranging from traditional manufacturers to new providers offering innovative ways to access private jet travel. All businesses want to find the most suitable clients and to learn what it is about their offerings and brand that customers are most drawn to.

“More recently we have had discussions with company’s trying to understand their differentiating brand attributes so they can better speak directly to customers. This necessity has increased due to market volatility from new types of buyers emerging and it will only be accelerated by the significant transfer of personal wealth now underway combined with the introduction of innovations like eVTOL and hybrid-electric, etc. and the growing expectation of individual and corporate social responsibility.” says Steve Saxton, President Seneca Rocks Consulting. “The unprecedented availability and access to rich buyer data makes more refined buyer analysis possible.”

The introduction of **Precision Insight** is supported by two veterans of the consultancy space for the private aviation sector. Seefeld Group has guided numerous industry leading businesses through comprehensive brand health, brand repositioning and customer satisfaction studies used to improve both marketing and strategic planning efforts. Seneca Rocks Consulting complements the offering with their expertise in growth strategy consulting, specializing in Go-

To-Market strategies and qualified lead generation for key service providers in the aviation sector. With a combined 50 plus years of business aviation sales and marketing experience the two partners have in-depth industry knowledge and insight and extensive experience with all components of the **Precision Insight** offering.

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