

How to identify customers: the keys to market research (Feb 1)

Presented by TBD

You have a business idea that everyone says you should pursue. That's encouraging, but how will you figure out if there's a large enough market for your product or service to support you in your own business? Or, if you've already launched and the clients aren't beating down your door, how can you find them?

In this seminar, participants will:

1. Learn how to determine who your customers are and how to reach them
2. Develop an action list of market research tools that are best suited to your situation
3. Commit to reviewing market research for your own business

This seminar is for anyone who wants to find – or attract – new clients or customers.