



# Scorecard Metrics Force-field Analysis

## Silicon Valley Research Group

is the premier global player in the market research and strategy development field. We provide a platform for successful product launches and marketing executions. Founded in 1996, with offices in Silicon Valley and Seattle, our specialty is taking high quality and in-depth national and international market research and creating valuable market insights and powerful strategies to take advantage of opportunities.

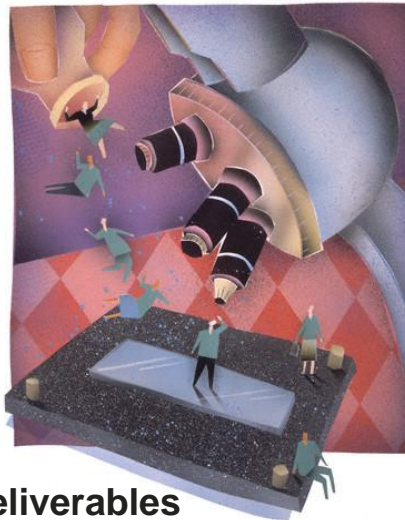
### Our Core Values

- *We believe, above all, in total commitment to our clients, their projects and the delivery of superior, timely output on every project we undertake.*
- *We are committed to constantly improving and innovating our processes and methodologies. Every client project is an opportunity to surpass ourselves.*
- *We are thankful for the opportunity to demonstrate our talents and abilities and make such a vital contribution to the businesses we engage with and the communities we live in.*

### Contact:

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Using a Force Field Analysis technique, this program offers an analysis and action plan for “moving the needles” on scorecard metrics that are underperforming or could use a boost in performance. Compelling and restraining forces impacting a particular scorecard metric are elicited and mapped with accompanying action plans and time lines for impact



## Deliverables

- All design, planning, project management and execution
- Sampling plan and screener development
- Discussion guide development
- All recruiting costs and incentives
- Skilled focus group and interview moderators
- Extraction and data analysis
- Development of strategic and tactical recommendations
- PowerPoint-based report and presentation

## Problem Definition

- Improved clientele understanding
- Improved sales role understanding

## Outcomes & Solutions

- Overall voice of customer
- Effectiveness testing:
  - Pitches, offers, value propositions, approaches

## Methodology

- 40 One-on-one interviews
- 2 Tele-focus groups

## Benefits

- In-depth probe of target market over an extended period of time
- Product & creative visuals testing
- Access to consumers and business decision makers

## Timing

- All deliverables in 4-5 weeks

## Budget

- Starting at XXXX, please contact us for customization details.

*“The experience and outcome in working with the Silicon Valley Research Group was great. My level of trust in quality, dedication and overall experience with SVRG is spot on!”*

–Marketing Product Manager