

# Juxtaposition™

Juxtaposition

Know Thy Customer.  
Know Thyself.

*Juxtaposition rates and ranks what your customers value – the reasons your customers do business with you and competitors.*

*Juxtaposition also rates and ranks what your customers believe about your ability to deliver what they value.*

*Juxtaposing the two sets of customers' scores clearly defines what you need to do to win and keep customers.*



[www.mclandrichconsulting.com](http://www.mclandrichconsulting.com)  
513.706.2942  
415 Worthington Avenue  
Cincinnati, OH 45215

# Now, Clearly Understand What Wins and Keeps Customers!

## A Proven Market Research Tool.

### Juxtaposition's Results Guide and Improve Decisions Concerning

- Price / value
- Service / value
- Operations
- Products and services offered
- Branding, marketing and personal selling messages

### Here's How Juxtaposition Works

1. What your customers value is determined; and each item is listed in your Juxtaposition survey.
2. Your customers receive an email with a link to your Juxtaposition survey.
3. Respondents score the importance each item has to them. Then, respondents score to-what-degree they perceive your company delivers or possesses each item.  
Juxtaposing the two sets of customers' scores clearly defines what you need to do to win and keep customers.
4. McLandrich Consulting compiles, analyzes and interprets your results; and personally presents a written report with informative tables, and observations and recommendations.

### See Juxtaposition for Yourself

Here is the link to an actual survey with some items redacted to ensure this client's anonymity.

<https://www.surveymonkey.com/r/H9HST67>

To realize the many benefits of Juxtaposition, please contact Drew McLandrich, 513.706.2942. [drew@mclandrichconsulting.com](mailto:drew@mclandrichconsulting.com)

# Juxtaposition™

Juxtaposition

Know Thy Customer.  
Know Thyself.

**Your Results are Compiled, Analyzed and Interpreted; and Personally Presented in a Written Report with Informative Tables, and Observations and Recommendations.**

## Customers-Need Table

	Customers Need	Surveying-Company-Has	Gap	Need-Gap Coefficient
Quality	3.00	2.44	-0.56	-1.68
Complete supporting quality documentation of finished components	2.96	2.61	-0.35	-1.04
Relationships, trust and confidence in your supplier	2.86	2.60	-0.26	-0.74
Easy to do business with	2.82	2.49	-0.33	-0.93
100% on-time delivery	2.82	1.60	-1.22	-3.44
Identify technical challenges and offer solutions that save time, cost, or improve technical performance	2.75	2.51	-0.24	-0.66
Experienced workforce	2.68	2.58	-0.10	-0.27
Reputation and history of past performance	2.58	2.46	-0.12	-0.31
Willingness to accept challenging, high-risk, complex projects and figure them out	2.40	2.61	0.21	0.50
Sanitized client-specific reference	2.30	2.40	0.10	0.23
Defense industry program expertise	2.28	2.40	0.12	0.27
You can visit your supplier and meet those making your parts	2.23	2.77	0.54	1.20
Expertise and ability to navigate the complexity of government contracts and customer requirements	2.23	2.32	0.09	0.20
Concurrent engineering support for manufacturability	2.23	2.25	0.02	0.05
Sophisticated and secure computer and data systems	2.05	1.74	-0.31	-0.64
Access to and responsiveness from top management	2.04	2.32	0.28	0.57
Low-price	1.70	1.37	-0.33	-0.56
Recognized supplier of defense components and systems	1.65	2.37	0.72	1.19
Machining, fabrication, integration, assembly, testing - all under one roof	1.58	2.42	0.84	1.33
Composite machining	1.32	1.65	0.33	0.44
Certified project managers	1.31	1.65	0.34	0.45
Non-union facility	1.09	1.91	0.82	0.89
Sanitized client-specific reference	1.05	1.88	0.83	0.87
Sanitized client-specific reference	0.75	2.18	1.43	1.07

### These Four Tables Clearly Show What Wins and Keeps Customers:

The **Customers-Need Table** reveals and ranks what customers perceive as their most significant needs to their least significant needs.

The **Surveying-Company-Has Table** ranks what customers perceive as the attributes, benefits, or features the Surveying-Company possesses or delivers in the greatest to the least measure.

The **Gap Table** shows the difference between Customers-Need and the Surveying-Company-Has, from the largest difference – most always a negative number – to the smallest gap, which is most often a positive number.

The **Need-Gap Coefficient Table** is the most revealing measurement.

The Need-Gap Coefficient is the score of each Customers-Need attribute, benefit, or feature multiplied by that attribute's, benefit's, or feature's corresponding Gap.

In some instances, even when the Surveying-Company earns a high Surveying-Company-Has score, the customers' need for an attribute, benefit, or feature is so great that a large negative Need-Gap Coefficient is produced.

Similarly, when customers' need for an attribute, benefit, or feature is low, a positive Need-Gap Coefficient is often produced.

The ideal Need-Gap Coefficient is zero.



**McLandrich  
Consulting**

Plan. Brand. Sell.

[www.mclandrichconsulting.com](http://www.mclandrichconsulting.com)

513.706.2942

415 Worthington Avenue  
Cincinnati, OH 45215