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Northpoint Directions are developed to help business leaders stay informed on new and unique approaches and ideas to improve their business performance. This publication is produced by Northpoint Advisors, LLC.

## ► Today's Topic

Challenges pertaining to inward marketing.

## ► Why Topic is Relevant?

The pace of change is causing decision makers within companies to push initiatives before the company is prepared to support and implement the initiatives. Too often, ideas are moved forward before they are test-marketed internally.

## ► Key Questions to Ask

- Did we get substantial internal feedback on the last several things we took to the marketplace?
- Did we gain a level of support internally?
- Who are the people associated with implementing this? Who represents the key customer touch points?
- Have you vetted your strategies with a good cross-section of your employee base?
- Do you bring customer service people into the loop?
- Have you had a meeting involving two-way discussion on this issue? (Not just the CEO talking at people.)

## ► The Solution Set

Review and test-market ideas with everyone who represents a customer touch point. Give them an opportunity for input and feedback. Integrate them into your pre-launch work process. That will allow you to rework your strategy based on their input. Don't turn a deaf ear to your internal people.

## ► How Can Northpoint Help?

As an experienced third-party organization, we have a process to assist in these issues and can lend a valuable objective perspective.

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