

Online Marketing - difficult to understand what customers want.
I teach customer service to HS students. This is always an area of need with that age group.
Provide an integral experience through all touch points, products and services
Identifying who my customer is with the real interest and potential to acquire my services/product.
Customer's time starvation
Conveying the value that we can provide to our customers.
Breaking through all the other "noise" going on in their world.
Knowing their preference for staying connected.
Selecting the right media. All the social networking tool require constant maintenance.
Connecting cost-effectively with "Customers" with cultural diversity across country, organisational, functional and generational boundaries.
Brand recognition. Home based business engagement
Customer relationships a hallmark of our small business & a sustaining factor in our long term relationships. Key challenges: the pace, clarity and personal quality of interaction as we get busier (responding at light speed!) and achieving current and pot
Creating awareness.
Identifying who my "customers" are...
Overcoming the negative experiences caused by negative and judgmental churches and manipulative pastors.
Creating the time to make the critical connections needed, while maintaining a more than full time busy career.
Customers are too preoccupied, doing something else on their Blackberries.
Lead generation activities are our biggest challenge.
My challenge is with the follow-up after making a connection.
Two large corporate customers with 2000 doctors employed who use our products. How do I message them in ways that change their behavior towards the use of our products.
I'm not confident that all of my customers know what they need or that they can and need to reach out for help.
Letting them know what you have to offer them--how do you get it in front of them in an interesting, low cost way?
Customers are fickle regarding who they stay connected to. The many emerging technologies and new systems for communicating - distract customers - they find it difficult to develop long term client/customer relationships.
Reorganizing for new challenges
Remaining "top of mind" so that we can continue to hear about and respond to their changing needs.
My customers are internal to the company I work in. My biggest challenge connecting with them are the layers within the organization and the rapid and continuous change.
New type customer with different loyalty. Trying to understand what they want.
To build a connection that goes beyond the traditional workshops say to do. How can I understand and serve my client? How can I be authentic and say the truth and still be together with my client?
Recruit research participants for online behavior interventions.
Standing out in the blizzard of choices
Getting the customers attention for the full amount of time
Seemingly constant budget reductions.

Figuring out how to leverage my blog.

B2B portal stability and customer ease of use plus getting correct feedback to maximize activity to satisfy customer's customers needs.

share of attention

The importance of a sustainable world and the urgency for action that involves many diverse participants (customers, stakeholders, government and non-government agencies, etc.). We can't do this ourselves - we must do this together!

Where are they hiding?

Finding new customers

We serve a broad range of age groups from kindergarten through high school, with a variety of ethnic backgrounds.

We work in an area where there is so much negative. Closings, doing more with less and dealing with prisoners.

Companies are really unsure of their actions.

Using hand held mobile devices to to inform and train our customers.

Obtaining customer loyalty.

The crux for us is getting the grants; after that, we are experts in Social Media (many of us helped create the Social Media environments that are out there.

Generating interest

Finding new innovative ways to connect.

We have membership scattered throughout the state. Our state is quite rural. A big challenge is how to engage members in the rural areas when you could drive for hours to see 2-5 people. What are better ways to connect and build membership?

We are just getting started and want to be on the leading edge.

Finding them!!!

Communicating values of our services quickly.

communicating with leaders who travel constantly

Getting them interested in faith; overcoming indifference.

Knowing who they are and what they see as value.

Finding customers who have the money to pay and see the need for my services, as the world has changed and clients do not know what they need, nor do they have money to pay.

Staying important in the eye of the customer

Finding leads . . .

How to efficiently & effectively keep in contact with customers and motivate them into action.

Down line managers

Our customers put out bids and award based on low bid, often not getting the best value, but the lowest bid price. We want to expand our ability to reach other potential customers and current customers.

Back-work ---secretarial help cutback, lack of time...

YMCAs do not have a well thought out strategy to connect in new ways with members.

Getting in front of them.

Connecting with younger military service members and their families.

Knowing what modes of communication they use, and prefer; avoiding the scatter-gun approach.

Covering all mediums effectively to connect with our customers.

Connecting with students effectively when we're rarely meeting live in class now -- bringing my personal presence online.

Company too small

I do executive coaching and leadership team coaching. When proximity is a challenge, my face time with a client is limited and I have relied on telephone meetings. A more personal interface would be an advantage.

The area i live in at present.....very high in unemployment, old money and nepotism...a reluctance to change and be inclusive instead of exclusive which leaves me to consider moving within the next year or sooner....finances dependent

Too many ways to connect with them and deciding which ones are best is the challenge.

Clearly defining our target market and, more specifically, our ideal client

Rising above the competition.

My customers are in health care organizations and other agencies across the state.

Understanding all of their challenges

Customer's are not connected so communication is easy. emails, phone and mass mailings occurs as ineffective in todays environment. How to tap in to more effective ways of communicating with ease.

Time to make the connection

Customers don't take the time to connect in meaningful dialog because they are consumed with "urgent" tasks. In this time of unprecedented uncertainty they are running scared just trying to survive rather than investing time in thoughtful reflection/planning.

Physical access limitations due to funding restrictions. New to org and don't know the folks yet.

As a government entity, we have issues such as records retention, staffing levels, confidentiality, and more in conjunction with the use of social media tools. Thank you for asking!

The time and attention it takes for my customer to be truly available for my communications with them. Customers are busy people and have limited time and interests levels for listening - even though they are paying clients.

How to reach a very diverse set of business and community customers with new model for social and economic change.

Finding them. Re-defining who customers might be.

Getting them to read instructions.

How do I select in a prioritized order of effectiveness the methods(s) of reaching out to identify and enroll my consumer (or institutional) clients?

Distance; Time

Fear, lack of motivation.

Selling value versus commoditization.

Diverse needs and expectations of the Healthcare Industry

Know what they will need in 2 years, as they are too focused in solve immediate (urgent) matters

Everyone is too busy. Seems you have to be on their "fire of the day" to get consideration.

Finding and connecting with customers who "get" what we do, see their need for it and are happily willing to pay for it.

Getting our message out to new customers.

Customers are from emerging markets, therefore must rely on traditional methods versus technological distributions and channels.

Communicating across generational lines and finding the right balance of online and print communications.

In view of the economic downturn in the destination management business, it is difficult to know who our "customers" are today and how to find this out.

Understanding how to best use LinkedIn and Twitter.

Getting them to call or email you back to set up an in person meeting.

Attention deficit syndrome.

Time to stay in touch in a meaningful way.

There is discrepancy between the social networking applications used by our clients and those that are supported by our organization.

Use of technology

-Initiate first contact with new potential customers.

Investing the time in online connecting.

The virtual and ongoing reorganizational change I work within at HP.

Being heard. People don't read emails or return phone calls.

Our customers don't always want our services or some feel entitled to the services. This means we have unhappy people to deal with right from the start.

There are so many technology tools out there and our customers could be on ones that I might not be on. The digital divide is happening -- those that want to use technology for connecting vs. those that don't want to use technology for connecting.

The biggest challenge is tracking who is connecting with us and how they are affected by our message.

My biggest challenge is creating the paradigm shift required in our organization to implement a relatively new landscape and aesthetics program. It is a company with a long history and high number of staff that does not embrace change.(engineers)

Lack of opportunities due to strained economy.

Getting through to decision makers

I am in a career transition and just beginning a non-profit. I would like to learn the best ways of connecting with those I can serve and more about networking.

Letting them know about the value of an expensive purchase.

How to identify and stay relevant to the customer's changing values and needs? How to use social media to co-create product offerings with customers?

Our biggest challenge is managing customers' expectations and demands.

Making them aware of our services

Privacy issues.

MISSED connections....there are many ways to communicate, almost too many. Phone, fax, email, text msg, social media, etc. I think a lot of time is wasted because we try to do ALL of those things, not knowing which one or two would be the most effective.

Access, time and most effective strategies

Breaking through the noise of other people while trying to gain their trust and time.

Reaching the right people

Having the time to really listen to what their needs are.

Budget constraints

Staying in-touch with their specific needs. Ensuring that they are 'reading' our messages/marketing

A rural community with limited internet access in areas.

I'm not very confident in the use of the technology or in myself.

Maintaining ongoing connection in ways that reinforce their customer behavior but does not annoy them.

Language and connectivity limitations.

Motivating my 32 staff to continually provide superb customer service to both internal and external clients.

What is your biggest CHALLENGE in connecting with your "customers" today? (Consider the question from your own vantage point --- your organization, your company, or perhaps your career if you are in transition.)

What is the best way to get your potential clients to think strategically longer term, than immediate bottom line?

Getting to the decision makers.

Today's customer is more informed than ever before. Customers are looking for best value products or services. The customer loyalty is on decline. What strategy the organizations should follow to connect with customers for a longer term?

keeping their loyalty.

Standing out above the competition

getting their attention, helping them see the value that we can bring to their organization

staying top of mind keeping them update on what is possible, in quicker faster moving times on both ends. try to be creative when both timelines and budgets are condensed

The Challenge is connecting. Which tool are customers using and which tool will give me the most bang for the buck.

Transitioning into another career due to being downsized; in entering a new field not having the experience that is required. But I do have the qualifications

Client relationship on a remote work & global delivery environment.

Time and the multiple avenues of connecting--email, phone, social networks, etc.

Locating the correct individual to contact

Produce Content (And I mean the HIGH-Quality one)

developing leaders for what "will be" while still working with organizations who are operating in the "what was"

Size in multinational companies has put customer far away of the manufacturer who should also provide support; outsourcing has also put an intermediary between customer and provider. The challenge is deliver customer satisfaction under those conditions

Getting face time. It takes time to build the trust for a meeting.

Reaching new retailers, and existing retail chains not satisfied with their POS systems, especially the few that are realizing significant growth to this economy. We've connected with a few, but there are more.

Reducing lengthy sales cycles

Is how to get more exposure using viral marketing. That is our Focus now!

Rural area with limited internet access; working with media.

Everyone is 'selling' faster and more furiously than ever. I do not want to be a part of that. By wanting to appear relaxed and successful I suspect I miss opportunities.

The economy

It is sometimes difficult keeping the attention of younger college students and convincing them of the importance of course material.

Convincing our business partners that we all need to incorporate lean thinking

Our biggest challenge is attracting now students.

Travel issues and leaders' attention span

Finding them We are a Not for Profit working with the Medi-Cal (Medicaid)population

Staying up with the technologies

How to know what they really think and expect...

Having customers value what I bring to the table

Just to identify who are they

Connecting with the right potential customers

Meeting the correct decision maker.

Phone access anywhere, whether working at home, in another office, etc is difficult.

One challenge is in deciding what information to have accessible? How best to sell yourself and with what tools?

No problem connecting. I have many channels to market.

Providing quality service with shrinking budgets.

As a graduate student in organizational management and leadership I am not actively seeking new clients. My primary responsibility at the moment is to learn as much as I can, which is what led me to the Leader to Leader website and Debbe Kennedy.

To get a chance to meet the potential customers in person to present our products and services.

Getting replies

Getting them to get off their thumbs and DO something!

Rural Area; working with media

Getting them to understand we are not the enemy. We are just enforce the rules.

As an English speaking architect in French speaking Switzerland I have found that client access can be haphazard. How can I best leverage my US and UK experience ?

Competing for time and financial resources of customers (donors and audience members)related to performing arts organizations.

Our customers are internal. Faculty. Difficulty in getting collaboration on new programs, and meeting their needs with our limited staff.

Lack of visibility due to distance from urban centers.

Knowing what information is important for customers to receive, and if the e-communications we send to them is useful or appreciated.

Our biggest challenge is to connect with new customers. We are a 2 partner sales and marketing consultancy which works in very creative but practical ways to help major clients.

Competition in the education field and marketing effectively with a limited budget.

We are starting a new business and need efficient / effective ways to identify potential clients that would have a high interest in our service.

Identifying the A-1 clients

Too many people / businesses competing for the customer's attention.

time and travel

Designing an effective communication strategy.

Travel time and expenses of travel

dealing via virtual and none face-to-face meetings

Connecting with different generations and skill sets of our customers. Some use electronic means, others are almost computer illiterate. The gap is getting wider all the time.

