

The Questions Your Customer Data Should Answer

Your customer data should do more than tell you who bought in the past. It should help reveal who is influencing decisions, where new needs are emerging and what opportunities may be hiding within an operation. **Start by asking these five questions.**

1



Who else is connected to this operation?

Look beyond the primary name to identify partners, family members, next-generation operators and others connected to the business.

2



Who is showing signs of influence before ownership changes?

The next decision-maker may be researching, recommending and influencing purchases years before a legal transfer puts their name on the operation.

3



What signals tell us someone may be entering a buying window?

Move beyond static demographics. What content consumption, research activity, equipment ownership, operation changes or other behaviors indicate an emerging need?

4



Which relationships influence the final decision?

What retailers, advisers and other trusted industry relationships surround the operation and could influence what ultimately gets purchased?

5



What don't we know about our best customers?

Compare CRM and transactional records against outside intelligence. Where are the gaps in people, relationships, behaviors or operation information that could change how you market to them?

Turn What You Don't Know Into Your Next Opportunity

Your customer data shouldn't leave you guessing. Farm Journal can help uncover the people, relationships and buying signals shaping decisions across the operation, so you know who to reach and when to act.

talktoanexpert@farmjournal.com

FARM  **JOURNAL**