



MODULE 5-3: HOW YOU CAN INNOVATE YOUR PRODUCTS FOR YOUR CUSTOMER JOURNEY

KEY POINTS

- Market trends are important to monitor
- Customers need trust and alignment with you to part with their money

QUESTIONS TO CONSIDER

- What are my competitors doing?
- What are my customers asking for?
- Has there been a shift in my market?
- Are there any innovations that came to market?
- How can we cut costs?
- Can I deliver my product differently?
- What is it my market finding challenging right now?



ACTION ITEMS

- Bring market trends exercise to this concept
- Look at what my competitors and customers are doing
- Build market and brand awareness
- Look at the way your products are delivered
- Look at ways you can partner with related industry businesses
- Utilize both databases to promote and sell products
- Use a partnership model to create a partnership product to help scale your business and show collaboration to your market, which will in turn provide additional value to your customers.