

Actionable Market Research Findings

Dear Sales Team,

Based on our recent market research, we have identified several key insights that can enhance our sales strategies and better align with customer needs.

Key Findings:

- **Customer Preferences:** 70% of our customers prefer online purchasing options.
- **Competitor Analysis:** Competitors A and B have gained market share due to better customer engagement strategies.
- **Product Feedback:** The latest product features have received positive feedback, but pricing remains a concern for 60% of respondents.

Recommendations:

1. Increase digital marketing efforts to promote online purchasing options.
2. Implement regular customer engagement activities, such as webinars and Q&A sessions.
3. Consider a pricing review for our latest product to enhance competitiveness.

Please discuss these findings in our upcoming team meeting, and let's brainstorm actionable strategies to leverage this information for our sales goals.

Best Regards,
Your Market Research Team