



# RBSC Reports

Winter 2013

## From the Editor

Hello!

Happy New Year and warm wishes to you and yours in 2013.

Q4 work for telecom clients shows competition is very alive and well in that space. And, a focus group project reminded me that despite the social media tsunami, in-person conversations with real customers are still great for getting the whole picture.

Best regards  
Judith Binder

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## Insights

### ***Channel partner tweaks payment models***

A telecom service provider wants to structure its partner program to grow sales. Competition for the best agents who can sell ever more complex solutions is fierce. While vendors use fairly standard agency compensation models for IT and telecom hardware/software "as-a-service" solutions, even slight changes to payment plans can provide a competitive edge. We conduct an annual study of agent compensation programs.

### ***Publisher uses focus groups to build demand***

Focus groups give the client an opportunity to uncover factors that influence user opinions, behavior or motivation. An association publisher is interested in learning how faculty, students and researchers access and use resources that support the behavioral sciences. We facilitate focus groups with different user segments to obtain feedback for new product development, pricing models, and delivery platforms.

## Research Tips

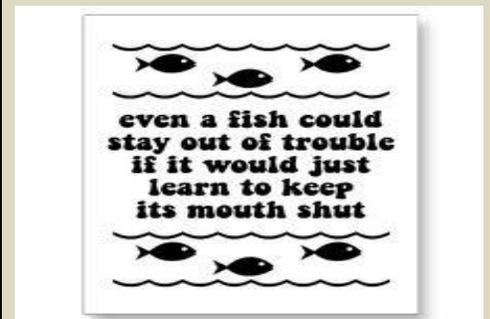
Do you ever work with foreign data? If you're lucky, Excel imports it cleanly and you can use it right away. Often, it isn't immediately useable. Don't be discouraged...it's easy to scrub data clean using Excel's text to columns feature. Tech Republic explains how. <http://www.techrepublic.com/blog>

Cash-strapped entrepreneurs can determine overall market size and specific market demand for their business ideas by using free resources. Traditional market research methods can be expensive and time-consuming. Social media and other technologies provide free resources to roughly measure market size and gauge consumer interest. <http://blogs.wsj.com/accelerators>

## From the Blog

### ***Tricks of the Tradeshow***

Companies spend hundreds of thousands of dollars per year participating in industry conferences, trade shows, and seminars.



Because most industry players – competitors, suppliers, customers, regulators, potential partners, gurus – are all gathered in one location, you can learn about customer needs, emerging technologies, government directions, competitor plans, how to compete in specific markets, and more at a fraction of the cost of traditional research methods. [more...](#)



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