

## Know Thy Customer - 1st Commandment of Business

Written by Jay Faison  
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I thought I knew custom installers. After all I was one. But a sample of one (me) is not the basis for really understanding custom installers—or anything else for that matter.

Let's face it: we are all guilty of marketing to ourselves sometimes. We sell the way we want to be sold, and we choose products for our customers the way we would for ourselves.

Want to build a great company? Stop marketing to yourself. Be an expert at reading the tea leaves of what your customers really want. In other words, talk to your customers and (wait for it...) LISTEN.

It's easy for me to take the high ground here because you have given SnapAV a huge leg up. You've made it easy for us to listen. You have responded to surveys at outstanding rates, and taken the time to write thoughtful responses to a LOT of questions. Many times the responses were not what we expected (even though we have more ex-installers here than I can count, we can't always anticipate your answers).

Please know that I have read every word, as has our entire management team and all of our Product Category Managers. These surveys are being put to very good use. In fact, here's a quick update on some of the things we have in the works based on your responses:

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Survey	What is Coming
Media Distribution	Many new products coming with feature sets you asked for
Subwoofers	An all-new line of smaller form-factor products with the performance, and aesthetics you asked for
Racks	Three new rack series lines with products matched to applications
On-Wall Speakers	Sound bars and LCR on-walls
Thin Bezel Speakers	New thin bezel options on select speakers...but less than planned based on response
Surveillance	An all-new category to meet the needs you told us you had

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