



About the instructor:

James Drennen is a General Manager at Source One Alliance. His career in motion control mfg & distribution spans 30 years. His teaching background includes marketing, new product development & business strategy.

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Voice of the Customer (VOC)

Techniques to understand customer needs and perceptions

This workshop will teach critical success factors in capturing customer needs and perceptions and translating them into customer requirements and solution concepts. When you are able to uncover and balance your multiple customer needs and perceptions, you will then be able to translate them into products that result in profits.

Everyone will participate in interactive discussions & exercises covering:

- ◆ The interview team: who should (and should not!) be on it
- ◆ Conducting the customer interview: roles and responsibilities
- ◆ Alternative sources of customer wants and needs
- ◆ How to translate customer language into technical requirements
- ◆ Survey tools and techniques: what works the best and why

Who Should Attend: Sales and marketing, new product developers, R & D, quality and 6 Sigma professionals, executives and others involved with interpreting and quantifying customer wants and needs.

Wednesday, May 2, 2012 8:30 a.m. – 4:30 p.m.

Fee: Members \$319 per person Non-members \$419 per person
Receive a 10% discount if you register 10 days prior to the event!

Location: **Sandler Training**
8421 Wayzata Blvd, Suite 190
Golden Valley, MN 55426
(For directions and map go to www.mfrall.com)

Reservations: For instant confirmation, reserve on-line at www.mfrall.com, click on **Training & Education** then **Workshops** by April 30, 2012.
Your satisfaction is guaranteed.

Cancellations Policy: **No refunds** for cancellations after 5:00 p.m. April 30, 2012, or for no-shows at workshop. *(Substitutions accepted)*

Pre-registration required!