

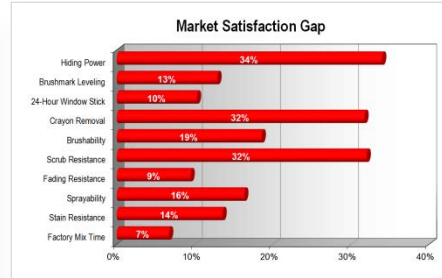
Innovations for B2B Innovation

Most firms continue to use decades-old voice-of-customer methods, and still struggle with the “fuzzy front end” of innovation. Since 2005, The AIM Institute has pioneered game-changing *New Product Blueprinting* methods, just for B2B:



Projecting Notes in Interviews

Customers correct your notes in real-time, take more ownership of the process, and provide deeper insight.



Market Satisfaction Gap

Outcome Gaps are driven by customers' 1-10 Importance & Satisfaction ratings.¹ Plan to pursue Gaps >30%.



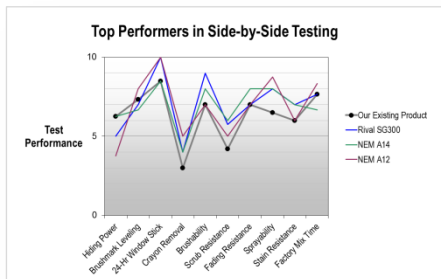
Listening and Probing Skills

When your teams role-play & master our unique methods (e.g. PEAR² & SALT³), customers share much more.



Advanced Customer Tours

Our AMUSE⁴ methodology helps you conceive new products & services to improve customer processes.



Side-by-Side Testing

Ours is the premier method for letting you *replicate the customer experience*. No more “lob & hope” with prototypes.



Blueprinter Software

From market selection to business case, the entire front-end is road-mapped for teams in 7 steps.



Blended Workshop Learning

Hands-on skills through workshops, e-learning, software, job aids, coached web-conferences... for ~\$2500/person.



Blue and Black Belt Certification

The “Six-Sigma of B2B Innovation.” We train clients & affiliate consultants to teach New Product Blueprinting.

(1) Market Satisfaction Gap = Avg. Market Importance Rating x (10- Avg. Market Satisfaction Rating). (2) PEAR = Listening method to signal interest based on Posture, Expression, Activity and Response. (3) SALT = Probing method to ask about Senses (sounds like, looks like...), Actors (people & things), Location and Timing. (4) AMUSE = Observation method to improve each process activity by Accelerating it, Minimizing input, Upgrading output, Simplifying transition or Eliminating activity.