

CMI's Jean Fasching and Laura Winn to Speak at 2012 LIMRA Marketing and Research Conference

ATLANTA, Ga., May 10, 2012 (SEND2PRESS NEWSWIRE) – CMI's Jean Fasching, vice president, and Laura Winn, vice president client solutions, will present "Where to Begin and End Your New Product Development Journey" at LIMRA's Marketing and Research Conference on May 31, 2012. CMI is a full-service marketing research company that serves clients in consumer and B2B markets, including insurance and financial services.

LIMRA attendees are insurance and financial services managers and practitioners in the areas of marketing, marketing research, public relations, advertising, corporate communications, sales support and marketing services.

Fasching and Winn will discuss how complex offerings marketed through intermediaries can make new product development particularly challenging for insurance companies. They will present strategies for addressing those challenges by understanding customers' unmet needs before the competition does. The presentation will include valuable case studies that illustrate the new product development journey.

Case studies will include "Gen X and Gen Y Decision-Making: An Immersive Research Case Story," "Insights from the Powerful Few: B2B Short-Term Communities," and "How to Accelerate Sales Conversations: A Simulated Conversations Approach." Each detailed case study will present real-world challenges, along with solutions that attendees can implement in their own organizations.

Learn more at: <http://www.limra.com/Events/eventdetail.aspx?id=1126> .

About CMI:

CMI is a full-service marketing research company that combines comprehensive market research expertise with marketing insight to provide clients with a deep understanding of their customers by identifying the choices they make and why. Since 1989, CMI has delivered unique solutions to uncover opportunities, optimize marketing strategies, and improve performance for clients in consumer and B2B markets.

CMI's experienced team of market research consultants leverages a wide range of qualitative and quantitative methods and technologies to translate research into insights and insights into actions. CMI serves primarily Fortune 1000 clients. For more information about CMI, visit <http://www.cmiresearch.com> .

* Photo caption: CMI's Jean Fasching.

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