



# What Customers Want:

A DISTRIBUTOR'S GUIDE TO  
CUSTOMER BUYING & SHOPPING PREFERENCES  
(2016)

Jonathan Bein, Ph.D., & Dean Mueller



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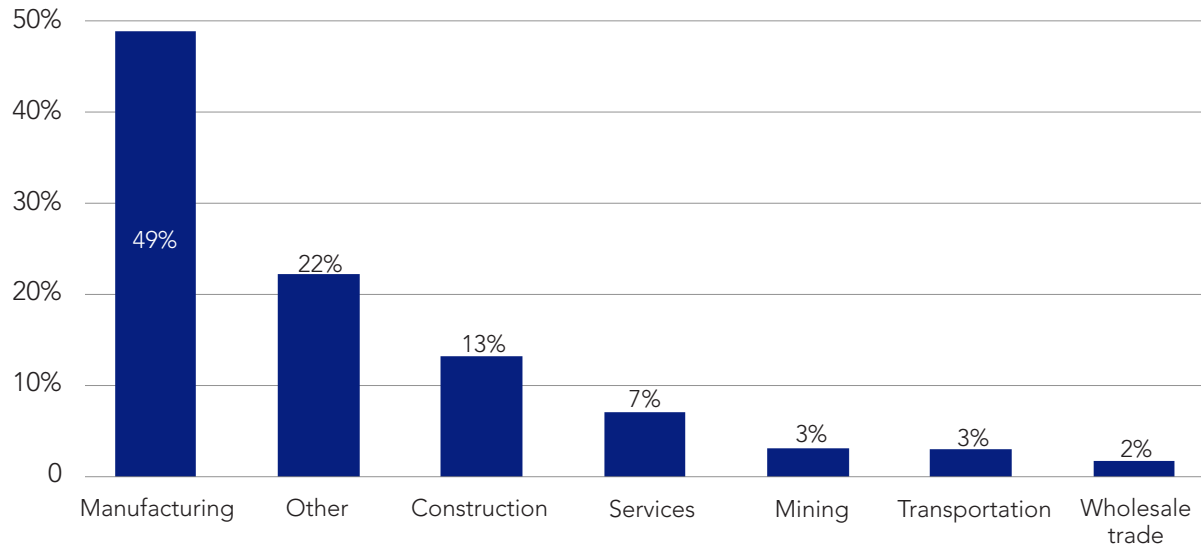
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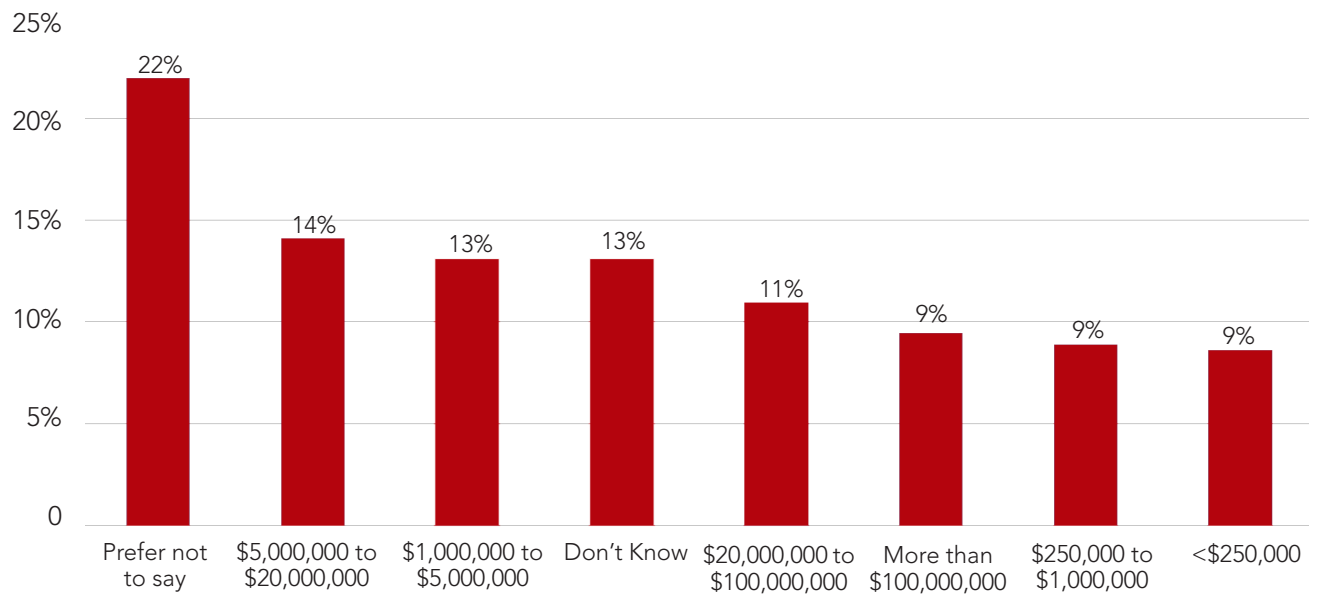
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# Appendix: About the Respondents

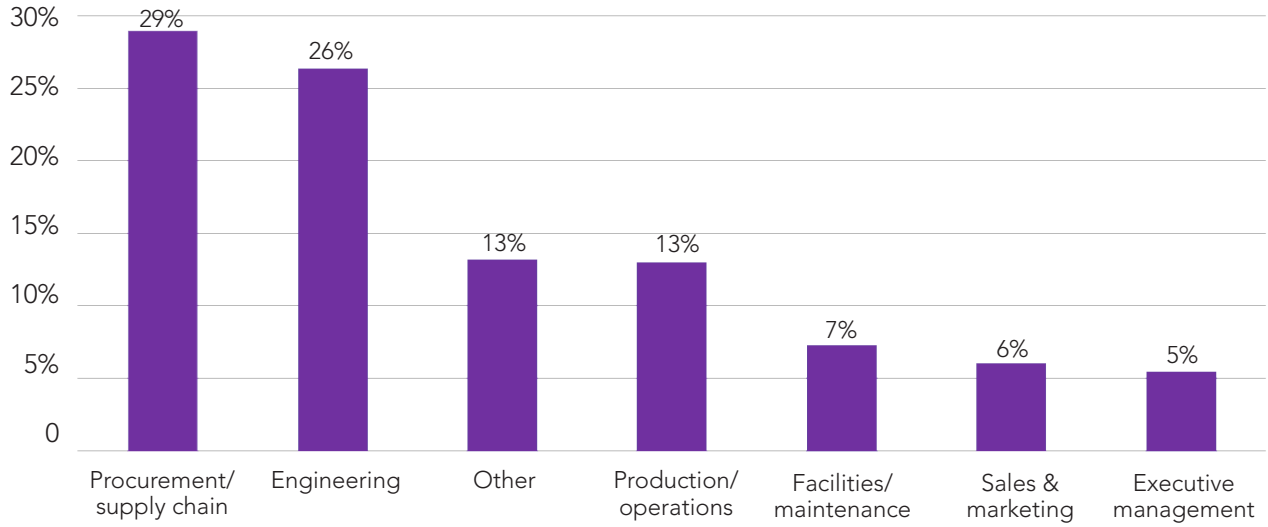
## Industry



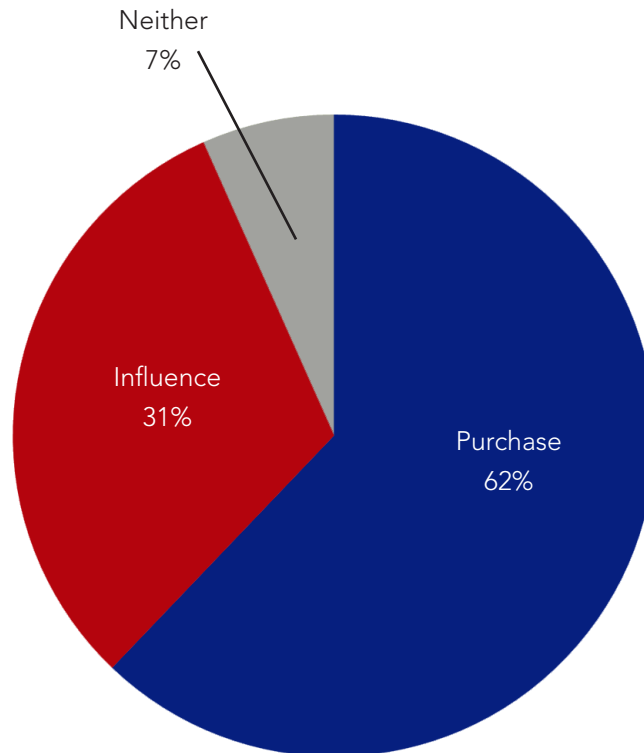
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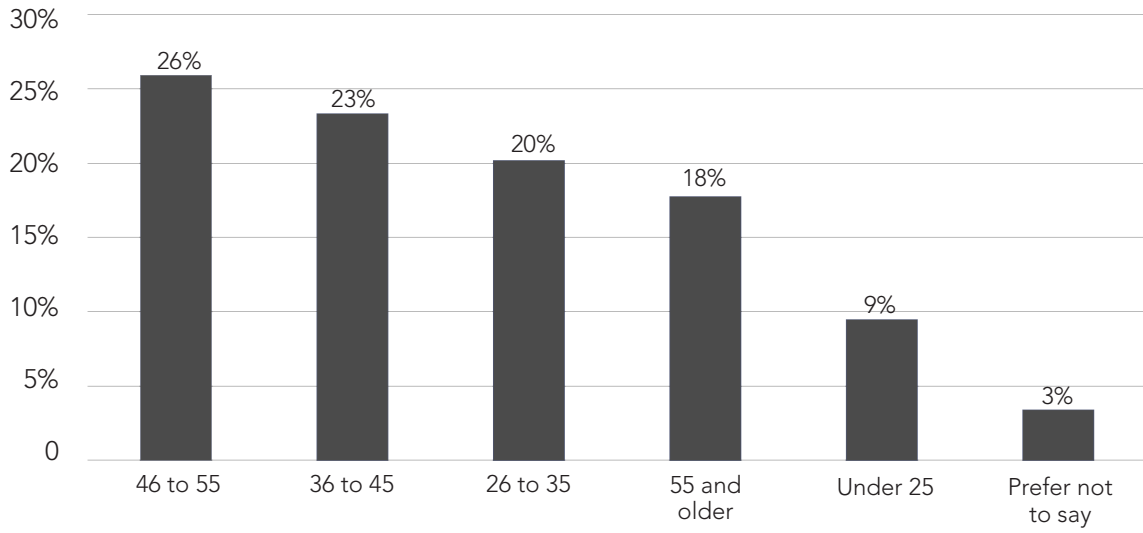
### Job Function



### Purchasing Role



### Age





Founded in 2003, Real Results Marketing brings unparalleled distributor marketing expertise from our time as successful executives, advisors and implementers with MRO and OEM distributors of all sizes in a variety of market segments.

Based on real results that we have achieved in the distribution market, we strike the right blend of strategy, execution and measurement to transform your marketing department into a profit center.

## About the Authors

### Jonathan Bein, Ph.D.

Jonathan Bein, Ph.D. is managing partner at Real Results Marketing where he has worked with many distributors to make their marketing a profit center. Specifically, he has developed and applied analytic approaches for customer segmentation, customer lifecycle management, positioning and messaging, pricing and channel strategy for distributors. Jonathan's periodic articles on distributor marketing published in Modern Distribution Management have been extremely popular over the last five years.

Prior to Real Results Marketing, Bein has successfully led and been part of executive management for software product and services companies in information technology, healthcare, and communications.

Bein earned his Ph.D. in computer science at the University of Colorado with a focus in data intensive expert systems and a Bachelor of Arts in computer science at Indiana University.

### Dean Mueller

Dean Mueller is a partner at Real Results Marketing. He has more than 30 years of experience in sales & marketing, including several senior-level positions in marketing and technology leadership, in both public and private equity organizations.

He has rich e-commerce experience, driving distribution customer engagement, leading to millions of dollars in additional revenue and gross profit. Using market research, Mueller has a deep understanding of distributor customer needs. He led early mobile-optimized distributor website and app development, resulting in a shift from 18 percent to 30 percent of website visitors using mobile devices in less than two years. He was also responsible for leading development of an innovative quick-order application for Apple iOS and Android devices that resulted in new large customer acquisitions and a lower cost to serve for repeat orders.

Mueller earned his MBA, with an emphasis in eBusiness, from University of Phoenix and his Bachelor of Science degree from Iowa State University.