

## Message from our new Chair ROGER STEADMAN

Two years have elapsed since I was last chairman of MSRA. (It seems like only yesterday). At that time we were taking the first serious steps to expand our individual membership and professionalize our membership. Under the intervening Chairmanship of David Somers and Boniface Ngahu much progress has been made towards realizing our visions for the Association. We have welcomed two additional corporates and now have an individual membership of 84. We have run two Annual Conventions and members are now preparing for the 3<sup>rd</sup> whose theme is 'Africa, the New Frontier?' Celebrity talks and newsletters have become a regular feature use of our calendar.

Training is key to professionalizing our membership and industry. The basic introductory course has always been there. Now we have just successively launched the field workers accreditation programme. A most exciting feature is the popular advanced training modules for which we are getting an enthusiastic high attendance. Some events like bowling are helping to bond us as an industry and we can also be proud of our CSR programme for the 'Peace Village Children Home'. We can feel proud of all our Association's achievements so far- but what of the future? I have always been optimistic about the potential for Kenya and Africa- but never more so than now.

New technologies are transforming and rapidly expanding opportunities in Africa. We live in an increasingly connected world and with stagnating economies in the West where opportunities for investment and return are low- the interest in our continent has never been so high. The African Development Bank estimates a 5.5 growth for Africa in 2010 and forecasts 7% for this year.

I also believe that the opportunities for our industry are even higher. Information is increasingly being recognized as a pre-requisite for planning and good decision making. Money spent on Research in Africa is still low as a % of G.D.P and this will rapidly grow in the next few years. The opportunities therefore for those of us in our industry are huge.

What our Association has to do is much more of the same but better. Our training content has to be refreshed and relevant to the changing business environment. We have to develop an increasing number of qualified researchers. Members who will be rightfully proud of the MSRA qualifications they have earned. We have to create a situation where agencies and clients will increasingly demand those qualifications and the proof of professionalism that membership of MSRA brings. Together with Jonathan Karanja (new Secretary) and Frederik Vernéde (new Treasurer) warmest wishes for a productive and rewarding year.

## MSRA 3<sup>rd</sup> Annual Conference BONIFACE NGAHU

'Africa, the New Frontier?'  
March 25<sup>th</sup>, Jacaranda Hotel, 8a.m  
Gala Dinner, 8p.m



After organizing two successful annual conventions, the first in 2009 themed, 'Unmasking the African Consumer' and last year's 'Facing the African Consumer', time has come for the third annual conference.

This year's theme, "**Africa, the New Frontier?**" seeks to explore the emerging importance of the continent as the center of new opportunities. The conference comes at a time when the Economist: *The World in 2011* lists 6 African countries out of the 12 top growing countries in the world in terms of GDP growth projections.

One of the most encouraging things is that we received unprecedented numbers of synopses leading to a situation where we had to choose only what completely fit with this year's theme. We do thank all of you who took time to make their submissions. The deadline for submitting the full papers is fast approaching and we have secured very inspiring and informative key note speakers for the conference.

We have also increased excellence awards by introducing an award for the People's Choice in addition to the Best presentation and Best Paper awards. If you are keen to save on conference fees please ensure your membership is current. You could also take advantage of the early bird offer which expires after the first week of February (on the 11<sup>th</sup> of February with a discount of 15% off from the conference charges for bookings made by this date).

We are looking forward to your informed contributions during the conference on March 25<sup>th</sup> 2011 as well as your presence at the gala dinner that will conclude the conference (8pm at the same venue).

### Charges:

#### Conference:

MSRA Individual Members: Ksh.10, 000

Non-Members: Ksh.15, 000

Gala dinner: Ksh.3, 500

# TNS completes African network

Through acquisition of majority stake in RMS *by Florence Machio*

TNS Research International East Africa, part of the world's largest custom research company, announced its merger with Research and Marketing Services (RMS) group of companies, after its successful acquisition of a majority stake in RMS the largest custom research agency in West and Central Africa. The newly merged group will be called TNS RMS.

Kim MacIlwaine, CEO TNS Africa and Middle East, said "Via the acquisition of RMS, TNS becomes the first market and social research company with a comprehensive African network able to service local, regional and global clients in all African markets. No other research company will have the depth of knowledge of the African consumer or the understanding of opportunities present in the rapid growth emerging markets of Africa." The acquisition of RMS will add Nigeria, Senegal, Cameroon, Ivory Coast and Ghana to TNS' existing network of full service companies covering South Africa, Kenya, Tanzania, Uganda, Egypt and Morocco.

Adeola Tejumola, CEO of RMS, has been appointed to head the merged TNS RMS in West, East and Central West Africa. He said "It is fitting that on the 30th anniversary of RMS, we will commence the next stage of our development as part of TNS, the world's largest custom research agency."

Tejumola added, "TNS RMS will offer an unmatched combination of RMS' unique knowledge and understanding of the African market with TNS' global expertise in all facets of market and social research including growth areas such as Technology and Digital." TNS RMS will have a West African hub based in Lagos, Nigeria with the East Africa business being operated from Nairobi, Kenya by Melissa Baker as CEO. Aggrey Maposa, currently COO at RMS has been appointed as CEO of West Africa.

## 5 TIPS extracted from "WHEN YOUR CUSTOMER WINS, YOU CAN'T LOSE" *by Jack Collis*

### HOW TO ASK YOUR CUSTOMERS FOR AN ORDER

*"Nothing happens until someone buys something. Many do not buy because they are not asked."*

#### 5 TIPS ON ASKING FOR THE ORDER

1. Objections or resistance to buying is not a personal issue so don't take it personal.
2. Offering alternatives is an easy way to ask for the order. When you have given alternatives, simply ask 'Which do you prefer', now you are asking for the order.
3. Pay attention to buying signals and respond to them by asking for the order, either by alternative questions or a direct question such as 'Can we proceed with this one?'
4. Timing is critical in all selling. Asking to soon may brand you as being 'pushy', but if you leave it too late you may lose the sale. Watch and listen for buying signals.
5. From your opening approach take consent for granted. Always be closing by using words like 'When you do this' or 'When you own this'.

**Wisdom & Wit**

A retailer was dismayed when a competitor selling the same type of product opened next-door to him, displaying a large sign proclaiming "Best Deals". Not long after he was horrified to find yet another competitor move in next-door, on the other side of his store. It's large sign was even more disturbing- "Lowest Prices". After his initial panic, and concern that he would be driven out of business, he looked for a way to turn the situation to his marketing advantage. Finally, an idea came to him. Next day, he proudly unveiled a new and huge sign over his front door. It read, "Main Entrance"!

If you would like to comment on the contents of this newsletter or contribute an article, please contact:

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