



Sales figures reveal outcomes, not reasons

IMAGE SOURCE: Image generated by ChatGPT

Sales Stuck? Start by Introducing Yourself: Why Awareness, Not Product Quality, Often Blocks Growth

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In competitive machinery markets, slow sales are usually interpreted as a product problem — too expensive, not powerful enough, not differentiated. But survey data often reveals a simpler, less obvious explanation: buyers don't choose a brand they barely know.

A recent LECTURA client discovered this firsthand. Their equipment performed well, pricing was competitive, and feedback from existing customers was positive. Yet sales lagged behind expectations. When a survey asked **"Why didn't you choose this brand?"**, the answers were surprisingly consistent.

Price, durability, and loyalty were factors — but not the main ones.

The most common response was the simplest of all: **low awareness**.

Awareness is the first gate — and the one many brands underestimate

In industries like construction, agriculture, and logistics, buyers rely heavily on familiarity. Purchasing a machine is a long-term commitment; most professionals prefer brands they've seen, tried, or heard about repeatedly. A strong product can't compete if the market doesn't recognize the name behind it.

LECTURA survey results often highlight this pattern:

- Lack of visibility in media or dealer networks
- Limited presence in certain regions
- Low recognition among new market entrants
- Confusion between similar-sounding brands

These issues frequently outweigh technical considerations. Awareness, not performance, is the bottleneck.

Soft data uncovers what sales data hides

Sales figures reveal outcomes, not reasons. Soft data — the opinions and perceptions expressed anonymously by professionals — shows what influences those outcomes. It reveals the “why” behind the “what.”

For example, when survey respondents are asked:

- *How visible is this brand in your country?*
- *What comes to mind when you hear this name?*
- *Would you recommend this brand to a colleague?*

The answers often expose gaps that internal teams weren't aware of. A brand may assume it has strong visibility, while the market perceives the opposite.

Awareness varies by region, segment, and even company size

Awareness challenges aren't always global. LECTURA's targeting capabilities make it possible to see where the real gaps lie:

- A manufacturer may be well-known in Northern Europe but barely noticed in Southern regions.
- A compact equipment brand might be recognized by contractors but unknown to rental companies.
- A new entrant may enjoy enthusiasm in one segment while remaining invisible in another.

Without segmented data, these nuances stay hidden — and marketing budgets continue to miss their mark.

A survey can diagnose the problem before it becomes expensive

Before investing in major campaigns, rebrands, or dealer expansion, companies can use targeted surveys to measure:

- Current awareness levels
- Preferred competitor alternatives
- Regional visibility gaps
- Perceived strengths and weaknesses
- Customer expectations and messaging preferences

This gives organizations a clear picture of where to act — and why.

The bottom line

When sales slow down, lack of awareness is often the silent barrier. Understanding whether buyers know your brand, recognize your products, or associate you with the right qualities is essential to unlocking growth.

With access to **1.1 million industry professionals**, LECTURA Surveys help brands uncover these hidden obstacles — and take action based on evidence, not assumptions.

☒ Would you like to know more?

Visit the [survey website](#) or Send us an email at survey@lectura.de

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