



BETTER NEVER STOPS®

Business 2 Business Target Market Exercise

Identify Your Target Market - Who Do You Currently Serve?

List Current Customers	Sector/Industry	Location	Turnover	No. Employees

What are the Common Traits/Groups?

Business 2 Business Target Market Exercise

Your Perfect Customer Matrix

Now rate your different groups.

Using the header columns score each group 1 (lowest) to 5 (highest) for each group...

- How much they want or need your product
- How much they can afford your product
- How likely they will pay a premium for your product
- How easily you can reach them quickly, easily and cost-effectively
- The extent to which there's enough of them to make your business successful
- The extent to which your business already has credibility with them or you can quickly gain credibility
- The extent to which their location allows them to be serviced conveniently and cost-effectively
- Their market condition, i.e. is decline or growth; score 1 = rapid decline, 2 = decline, 3 = steady, 4 = growing, 5 = high growth

The higher the score the more perfect that group is for you, and ideally you've got groups scoring 25 and above.

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Your Perfect Customer Matrix

Use Ratings 1 (low) to 5 (high)

1 = Very low/bad, 2 = low/bad, 3 = ok, 4 = high/good, 5 = very high/good

Sector/Customer Type	Want/ Need	Afford to Pay	Pay Premium	Your Credibility	Location	Market Size	Comfort/ Profit	Score Total