

In-depth target group analysis

Take 3 workshops to get your team to understand underlying psychology behind successful sales & develop specific, stringent marketing and sales arguments to targeted groups in the market place.

Objective

To clarify the target groups for the business offers in Green Tech SMEs.

Added value for the client

Support the company to adapt the argumentation and selling points etc. to specific individuals in the target group. This will enhance customer value orientation by moving from seller-centric to buyer-centric priority.

Procedure

The service is carried out in workshops (3 times, 3 hours each) and comprises the following steps:

Workshop 1: Who do you want to reach? (duration: 3 hours).

Identification of the potential target groups and specific individuals in the target group who are receivers of “the sales arguments”.

Workshop 2: What do you want them to know and do? (duration: 3 hours).

When is it the best time to communicate with them? Where do you find them? Define the channels to reach them.

Workshop 3: What in your sales offer creates real value for the target group? (duration: 3 hours).

Why should they do what you want? Definition of real value for the target group within the sales offer.

Contact

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