CUSTOMER SEGMENT(S)

Want to need sales data analytics around the entire world

6. CUSTOMER CONSTRAINTS

Spending power, budget no cash,Network connection available devices.

5. AVAILABLE SOLUTIONS

Pen &paper is an alternative to digital notetaking.

The product arrived damaged,they ordered wrong size,the product is expired it can be easily exchanged or refund .

Explore AS, differentiate

into CC

Focus on J&P, tap into BE, understandCS, Define CC

2. JOBS-TO-BE-DONE / PROBLEMS

products, they buy the completed jobs   products help bring about. For example,

J&P

9. PROBLEM ROOT CAUSE

Customers have to do it because challenge in regulation.

RC

7. BEHAVIOUR

Directly related ;find the right data anlyis according to the gobal sales data benefits

Focus on J&P, tap into BE, understandRC

Identify strong TR & EM it

3. TRIGGERS

. **company expansion or** relocation,

4. EMOTIONS: BEFORE / AFTER

Greed. "If I make a decision now,

TR

EM

10. YOUR SOLUTION   **SL**

Create an ideal prospect profile. ...
Identify ways to meet your ideal prospects.
work on your call lists. ...
Send personalized emails. ...

8. CHANNELS of BEHAVIOUR

Marketing segmentation has always been important.

8.2. **offline**: telephone calling cold and warm leads.

area canvassing.

Extract online &offline CH ofBE

AMALTAMA