

## Step 2 (Beachhead Market Selection) Worksheet

<b>Beachhead Market Selection Worksheet</b>				
<b>Criteria</b>	<b>Market Segment =</b> Lawyers	<b>Market Segment =</b> Legal Researchers	<b>Market Segment =</b> Citizens	<b>Market Segment =</b> Government Agencies
<b>Rating is Very High (best), High, Medium, Low, Show Stopper (worst)</b>				
<b>1. Economically Attractive</b>	High	Medium	Low	High
<b>2. Accessible to Our Sales Force</b>	High	Medium	High	Medium
<b>3. Strong Value Proposition</b>	Very High	High	Medium	Very High
<b>4. Complete Product</b>	Medium	Medium	Low	High
<b>5. Competition</b>	High	Medium	Low	Medium
<b>6. Strategic Value</b>	Very High	High	Medium	Very High
<b>7. Personal Alignment</b>	High	High	Medium	High
<b>Overall Rating</b>	1	2	4	3
<b>Rating for Ranking is 1 (most attractive) to 4 (least attractive) – Key Factors is Most Important Contributor to the Ranking</b>				
<b>Ranking</b>	1	2	4	3
<b>Key Deciding Factors</b>	Strong value, high trust	Academic credibility	Accessibility	Compliance enforcement