**Stop Selling ➔ Start Solving**™

# Practice Activity
## Identify White Space Opportunities

## Objective:

To identify white space opportunities for your existing customers

## Instructions:

1. **List Your Products/Services:** Add all current products or services along the top row.

2. **List Your Customers:** Add each customer or account along the left-hand column.

3. **Mark Current Purchases:** Use a checkmark (✓) to indicate which products/services each customer is already purchasing.

4. **Identify White Space Opportunities:** Any blank cells are potential white space—indicating products or services that the customer isn't currently purchasing.

## Additional Sections:

- **Customer Needs:** Note any relevant insights on the customer's challenges or needs next to each blank cell to help identify potential fits.

- **Sales Strategy:** Develop a tailored strategy for each white space area, considering the customer's specific goals or needs.

## Tips for Small Business Owners:

- **Prioritize**: Focus first on the highest-potential white space opportunities with customers who have a clear need or interest.

- **Relationship-Based Approach**: Use insights from client conversations to position additional offerings genuinely as solutions to their problems.

- **Regularly Update the Matrix**: As your customers' needs change, update the matrix to reflect new opportunities or adjust strategies.

# How to Use the Template:

1. **Customer Analysis:** Look at each blank cell in the matrix. These are your white space areas, showing products or services that a customer isn't currently purchasing.

2. **Needs Assessment:** In the "Customer Needs" column, add any known challenges, needs, or goals for each customer, which could indicate potential interest in unpurchased products/services.

3. **Sales Strategy:** Based on the identified white space and customer needs, outline a tailored strategy. This might include introducing the product as a solution, bundling services, or offering a targeted promotion.

# Your White Space Analysis:

Fill in the details in the table below.

| Customer / Account | Product/Service 1 | Product/Service 2 | Product/Service 3 | Product/Service 4 | Customer Needs | Sales Strategy |
|---|---|---|---|---|---|---|
| Customer A | ✓ | | ✓ | | Needs X, Y | Position Product 2 as a solution for Need X |
| Customer B | | ✓ | | ✓ | Needs Z | Introduce Product 1 to address Need Z |
| Customer C | ✓ | ✓ | | | Needs Y, Z | Bundle Product 3 & 4 to support Need Z |

**When you're ready, return to the e-learning module to continue your learning journey.**