

Customer Segmentation

We tend to think of our customers in a monolithic block. Let’s try to segment them in an effort to determine what’s important to them, and consequently, where there might be pricing opportunities.

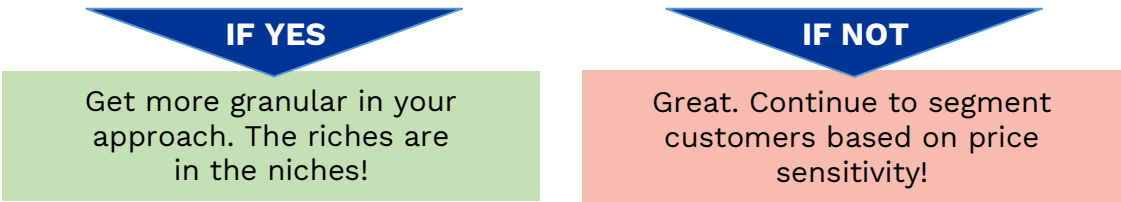
1. Select one segment of your customer base and describe it below.

Describe Segment:
(i.e. medium-sized existing commercial customers in the mid-Atlantic region with strong purchasing department)

2. Within that segment, list 3 individual customers. For each customer, list their top buying criteria in order of importance to them.

	Customer 1	Customer 2	Customer 3
Priority 1			
Priority 2			
Priority 3			
Priority 4			
Priority 5			
Priority 6			
Priority 7			
Priority 8			
Priority 9			
Priority 10			

3. Are they the same criteria? Probably. Are they in the same order? Of course not.
4. Are you approaching customers with different priorities with the same pricing strategy?



Nickel and Dime Game

If we are going to 'nickel and dime' our customers and charge for every single thing we could dream up... What would those be?

1. Brainstorm a list of every surcharge, fee, line item you can think of.

2. Pick two, three or four from your list that are the most *sensible, defensible, least visible* that actually *generate revenue*.

- 1.
- 2.
- 3.
- 4.

3. Leave the rest from #1 above as **Free**...reminding yourself of all that you do that your competition does NOT do or does not do as well as you do.

You may do a lot of things for free. Don't take them for granted. Find ways to remind your customers of all that you do, for free, for them.

Price Sensitivity

Where do you see opportunities to increase pricing?



Customers:

Products & Services:

Orders (If Applicable):