**KNOW YOUR CUSTOMER**

**CUSTOMER : ELEVATOR COMPANIES**

**CONSUMER: ELEVATOR COMMUTERS**

**INFLUENCER: HOSPITALS , RESTAURANTS ,HIGH RISE RESIDENTIALS.**

**SPONSOR: ELEVATOR MANUFACTORER.**

**TABLE 7.1 CUSTOMER IDENTIFIED**

|  |  |  |
| --- | --- | --- |
| Customer segments | CUSTOMER MICRO | TARGET CUSTOMER-DEMOGRAPHY |
| ALL ELEVATOR EQUIPPED BUILDINGS | CONFINED TO ONE CITY (HYDERABAD) | HOSPITALS. |
|  |  |  |
|  |  |  |

**TABLE 7.2 CUSTOMER INFORMATION**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SIZE | FREQUENCY  USAGE | BEHAVIOURIAL PATTERNS | CONTACT AREAS | SPECIAL NEEDS |
| 5800 (HYD) | DAILY |  | HOSPITALS |  |
|  |  |  |  |  |
|  |  |  |  |  |

**TABLE -7.3 IDENTIFICATION OF ALFA CUSTOMERS**

IDENTIFICATION OF FIRST 50 POTENTIAL ALFA CUSTOMERS WITH MY NETWORK

F-FRIENDS, R-RELATIVES,I-INSTITUTES, E- EX(ALUMINI),N-NEIGHBOURS, D- DAILY ACQUAINTANCES

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| NAME | MOBILE | EMAIL | INFORMATION | FOLLOWUP | NETWORK CONTACT | REMARKS |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

**MARKET ACTION PLAN WORKSHEET.**

This worksheet will help you kickstart your market .This will easen your challenges by helping you identify your market mix and how to go to market.

The market action consists of the following steps

Awareness-information gathering-engaging- converting to sale-loyal customer-brand ambassador.

AWARENESS : MAKING YOUR TARGET MARKET REALISE YOU EXIST.

The following tactics may be used ADVERTISEMENT EXHIBITION STALLS, SEMINARS , STARTUP SHOWS, TRADE FAIRs, ASSOCIATION MEETINGS, NETWORK, DIGITAL MARKETING, BLIND EMAILS, SPONSOR SENSATIONAL/CREATIVE EVENTS

RESEARCH INFORMATION:HERE THE CUSTOMER BECOME S AWARE POTENTIAL TARGET CUSTOMER MAY WANT MORE INFORMATION ABOUT YOU.

The following tactics can be used -BUILD WEBSITE- BLOGS TO SHOW YOUR EXPERTISE IN THE FIELD- TESTIMONIALS-EASE OF USE WEBSITE-PUBLICITY- DIGITAL MARKETING

ENGAGE : HERE THE EDUCATED TARGET WILL WANT PERSONAL CONNECT TO KNOW ABOUT THE COMPANY.

The following actions can be taken :ENGAGING ACTIONS LIKE: CONVERSATION, PERSONAL TOUCH, LISTENING TO THE NEEDS, DIRECT CONTACT, PROCESS OF BUYING,PAYMENT,AFTERSALES CLARIFICATION

CONVERT: HERE THE CUSTOMER PAYS MONEY AND EXECUTES THE DEAL

EASY STEPS TO SALE CLOSURE, PAYMENTS& DISCOUNTS NEGOTIATION, SPEED DELIVERY, FOLLOWUP, CONTRACT NOTES SIMPLE

LOYAL: ACTIONS TO RETAIN AND BUY AGAIN FROM YOUR COMPANY

LOYALTY DISCOUNT, EASE OF TERMS, PRIORITY DELIVERY, CUSTOMISATION, REFER OTHERS TO YOUR CUSTOMER(b2b)ELSE PROFFESSIONAL ADVICE!

BRAND AMBASSDOR: REFERRALS TO OTHERS BY YOUR LOYAL CUSTOMERS

SPECIAL SERVICES, DISCOUNTS, PRIORITY CARE, EASE OF PAYMENTS.,MEDIA PUBLICITY .

**TABLE : 7.3 MARKET ACTION PLAN (with an example cited)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| SEGMENT  targetted | MARKET GOAL | PLAN | METRIC TO MEASURE | VALIDATION | RESPONSIBILITY | timeline | Result  remarks |
| STUDENT | AWARENESS | EVENT SPONSOR | 4000 FOOTFALL | TICKET STUBS | Ms. XYZ | 2months ending march31st | Good .4555 footfall.response rate 58 calls &1300 website hits. |
| MULTI STOREY BUILDINGS | AWARENESS AND FAME | FREE DEMO SAMPLE FOR ONE CITE | 50 PER FIRST YEAR | INSTALLATIONS |  | JUNE 2020 |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |