Product / Services & Customer Worksheet – W3

1. Overview

Describe briefly what your business will offer to customers.

2. Types of Customers and Sales Estimates

As a first pass at 'guesstimating' sales revenues, it helps to visualize transactions with customers. After thinking about this, work at breaking down customers into groups based on how much money they will spend each year or each visit/transaction. This approach works much better usually then trying to estimate sales based on products or service sold.

Customers give you money – start by grouping customers using the following table.

IMPORTANT – it usually takes a few tries to get this right. Especially as you do market Group these by those that have similar price, function and customer profile.

Customer "Type"	How much do they spend per transaction	How many will you have per month or per year or per day?
Ex: Big Spender	*$150 per visit*	*20 per month*
Ex: Website – small business	*$2,500 /website*	*6 per year*