

FUNDAMENTALS OF CUSTOMERS AND COMPETITION

1



UNDERSTANDING YOUR CUSTOMERS

- Welcome
- Getting started
- Your future customers and markets
- The benefits of segmenting your customers
- Customer segmentation
- Segmenting your target customers (Exercise 1)

2



THE CUSTOMER BUYING PROCESS

- The Customer Buying Process
- Maximizing value in the Customer Buying Process
- Map your Customer Buying Process (Exercise 2)
- Review your Customer Buying Process with your team (Exercise 3)

3



DEFINING YOUR COMPETITIVE ADVANTAGE

- Considering your competition
- Identifying your competitors (Exercise 4)
- Finding more information on your competitors
- Differentiating yourself from your competitors
- Exploring competitive differentiation
- Analyzing your competitive edge (Exercise 5)
- Discussing your competitive edge

4



COMMUNICATING THE VALUE YOU OFFER TO CUSTOMERS

- The Customer Value Proposition
- Introducing the Customer Value Proposition
- Understanding the difference between B2B and B2C CVPs
- Writing your Customer Value Proposition (Exercise 6)
- Using your CVP to support your business

5



UNDERSTANDING HOW YOUR CVP INFLUENCES YOUR PRICING STRATEGY

- Your CVP and pricing strategy
- Selecting a pricing model
- Exploring innovative pricing approaches
- Developing your pricing strategy
- Reflecting on your pricing strategy

6



NEXT STEPS

- Recording your progress
- End of course assessment
- Congratulations
- Progressing to the next course in *10,000 Women*