



'Anyone can be busy. The challenge is to be busy with clients who actually have money to spend on your products and services'



▶ TARGETING & SEGMENTING YOUR CUSTOMER BASE

This is a sequel workshop to Developing Key Accounts. Unless you have identified your key accounts and actively started to market and sell to this important group of clients it will be difficult to maximise your sales and marketing efforts on the rest of your customer base.

Developing Key Accounts focused on the top end of the customer base, but within any customer base there are many clients where the actual spend does not reflect the potential spend.

Targeting & Segmenting Your Customer Base is a workshop which looks at the customer base as a whole and provides practical advice in how to segment your clients in order to prioritise and focus your sales and marketing efforts.



WHO IS IT FOR?

- Anyone responsible for marketing your business
- Anyone responsible for selling to your clients
- Anyone looking to improve the quality of the customer base

WHAT WILL IT COVER?

- **The Story So Far** - What is the state of your existing database? What is the level of service experienced by your clients? How do the two marry up to provide an indicator of the fitness of your business?
- **Screening For High Value** - How do you identify which clients on your database are 'worth a relationship?' and which clients should be serviced reactively?
- **Segmenting Your Database** - What segments would appropriately describe your database?
- **Database Management** - What are the rules? How do you keep your database clean?
- **Selling Through Segmentation** - Having segmented my database, what are the different sales and marketing approaches I should take towards each segment?
- **Developing A Marketing Plan** - How to ensure that your business markets itself appropriately to each segment

COURSE DURATION:

2 DAYS (split over three weeks)

NUMBER OF PARTICIPANTS:

6 - 12