

# THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



## Management tool #B-9: ©

### Getting specific about our 'target customers':

**Definition:** Our 'target customers' are those people or other businesses that we have designed, shaped and committed our business to serve most effectively. We will welcome others, if they come to us (as long as they don't 'scare away' our primary customers), but we're focused on the needs, wants, values and preferences of our specific chosen customers. Typically, a business will have multiple target customer groups. Complete one of these forms for each different customer group. Four sets of the form are supplied here. Make additional copies, if needed.

1. **OUR 1<sup>ST</sup> TARGET CUSTOMER GROUP IS** \_\_\_\_\_, in the geographic area(s) of \_\_\_\_\_, who want or need to...

**A) Do what:** a) \_\_\_\_\_  
b) \_\_\_\_\_  
c) \_\_\_\_\_  
d) \_\_\_\_\_

**B) Know what:** a) \_\_\_\_\_  
b) \_\_\_\_\_  
c) \_\_\_\_\_

**C) Feel how:** a) \_\_\_\_\_  
b) \_\_\_\_\_  
c) \_\_\_\_\_

**D) Pay about how much:**

If we can't state a specific price range that this group of target customers expects to pay, we can state whether 'price' is of high, medium or low importance to them. For this target customer, 'price' is of:

☐ High importance.    ☐ Medium importance.    ☐ Low importance.

**Note:** If 'price' is of high or medium importance to this target customer group, what can we do to be the low-cost provider? Or what functional, emotional or long-term financial value, or help can we add to our offering to make 'price' less important?

a) \_\_\_\_\_  
b) \_\_\_\_\_  
c) \_\_\_\_\_

**E) Additional key point:** This target customer's **sense of urgency** about ordering or receiving the product or service we sell is: ☐ High urgency    ☐ Medium urgency    ☐ Low urgency

Is our **sense of urgency** congruent with theirs? If they have a high sense of urgency and we don't, what needs fixing in our business? If they don't have a high sense of urgency about what we sell, and they should, how can we change our messaging to help them understand the value, importance and urgency of what we sell?

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**2. OUR 2<sup>ND</sup> TARGET CUSTOMER GROUP IS** \_\_\_\_\_, in the geographic area(s) of \_\_\_\_\_, who want or need to...

**A) Do what:** a) \_\_\_\_\_  
 b) \_\_\_\_\_  
 c) \_\_\_\_\_  
 d) \_\_\_\_\_

**B) Know what:** a) \_\_\_\_\_  
 b) \_\_\_\_\_  
 c) \_\_\_\_\_

**C) Feel how:** a) \_\_\_\_\_  
 b) \_\_\_\_\_  
 c) \_\_\_\_\_

**D) Pay about how much:**

If we can't state a specific price range that this group of target customers expects to pay, we can state whether 'price' is of high, medium or low importance to them. For this target customer, 'price' is of:

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a) \_\_\_\_\_  
 b) \_\_\_\_\_  
 c) \_\_\_\_\_

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**3. OUR 3<sup>RD</sup> TARGET CUSTOMER GROUP IS** \_\_\_\_\_, in the geographic area(s) of \_\_\_\_\_, who want or need to...

**A) Do what:** a) \_\_\_\_\_  
 b) \_\_\_\_\_  
 c) \_\_\_\_\_  
 d) \_\_\_\_\_

**B) Know what:** a) \_\_\_\_\_  
 b) \_\_\_\_\_  
 c) \_\_\_\_\_

**C) Feel how:** a) \_\_\_\_\_  
 b) \_\_\_\_\_  
 c) \_\_\_\_\_

**D) Pay about how much:**

If we can't state a specific price range that this group of target customers expects to pay, we can state whether 'price' is of high, medium or low importance to them. For this target customer, 'price' is of:

☐ High importance.    ☐ Medium importance.    ☐ Low importance.

**Note:** If 'price' is of high or medium importance to this target customer group, what can we do to be the low-cost provider? Or what functional, emotional or long-term financial value, or help can we add to our offering to make 'price' less important?

a) \_\_\_\_\_  
 b) \_\_\_\_\_  
 c) \_\_\_\_\_

**E) Additional key point:** This target customer's **sense of urgency** about ordering or receiving the product or service we sell is: ☐ High urgency    ☐ Medium urgency    ☐ Low urgency

Is our **sense of urgency** congruent with theirs? If they have a high sense of urgency and we don't, what needs fixing in our business? If they don't have a high sense of urgency about what we sell, and they should, how can we change our messaging to help them understand the value, importance and urgency of what we sell?

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**4. OUR 4<sup>TH</sup> TARGET CUSTOMER GROUP IS** \_\_\_\_\_, in the geographic area(s) of \_\_\_\_\_, who want or need to...

**A) Do what:** a) \_\_\_\_\_  
 b) \_\_\_\_\_  
 c) \_\_\_\_\_  
 d) \_\_\_\_\_

**B) Know what:** a) \_\_\_\_\_  
 b) \_\_\_\_\_  
 c) \_\_\_\_\_

**C) Feel how:** a) \_\_\_\_\_  
 b) \_\_\_\_\_  
 c) \_\_\_\_\_

**D) Pay about how much:**

If we can't state a specific price range that this group of target customers expects to pay, we can state whether 'price' is of high, medium or low importance to them. For this target customer, 'price' is of:

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a) \_\_\_\_\_  
 b) \_\_\_\_\_  
 c) \_\_\_\_\_

**E) Additional key point:** This target customer's **sense of urgency** about ordering or receiving the product or service we sell is: ☐ High urgency    ☐ Medium urgency    ☐ Low urgency

Is our **sense of urgency** congruent with theirs? If they have a high sense of urgency and we don't, what needs fixing in our business? If they don't have a high sense of urgency about what we sell, and they should, how can we change our messaging to help them understand the value, importance and urgency of what we sell?

## Getting specific about our target customers -- Part 2: Taking Action:

For each of our 'target customer groups' described on the previous pages, it's now time to commit to the specific value and experiences that we'll deliver and effectively communicate help them:

- a) Do what they want to do,
- b) Know what they want or need to know,
- c) Feel how they want to feel...and,
- d) Pay the price they want or expect to pay.

**Note:** Use the format below to document the specific value and experience that you will deliver to each 'target customer group' that you've described on the previous pages...and how you will effectively communicate that.

**FOR TARGET CUSTOMER GROUP** \_\_\_\_\_, in the geographic area(s) of \_\_\_\_\_,

1. We will help this 'target customer group' to **do what they want or need to do** by creating and delivering the following value, information, coaching and experiences (if you have more than 7 ideas, document them on a separate blank page).

- a. \_\_\_\_\_.
- b. \_\_\_\_\_.
- c. \_\_\_\_\_.
- d. \_\_\_\_\_.
- e. \_\_\_\_\_.
- f. \_\_\_\_\_.
- g. \_\_\_\_\_.

We will **effectively and consistently communicate** all of this in the following innovative ways:

- a. \_\_\_\_\_.
- b. \_\_\_\_\_.
- c. \_\_\_\_\_.
- d. \_\_\_\_\_.
- e. \_\_\_\_\_.
- f. \_\_\_\_\_.
- g. \_\_\_\_\_.

## Getting specific about our target customers -- Part 2: Taking Action:

For each of our 'target customer groups' described on the previous pages, it's now time to commit to the specific value and experiences that we'll deliver and effectively communicate help them:

- e) Do what they want to do,
- f) Know what they want or need to know,
- g) Feel how they want to feel...and,
- h) Pay the price they want or expect to pay.

**Note:** Use the format below to document the specific value and experience that you will deliver to each 'target customer group' that you've described on the previous pages...and how you will effectively communicate that.

**FOR TARGET CUSTOMER GROUP** \_\_\_\_\_, in the geographic area(s) of \_\_\_\_\_,

1. We will help this 'target customer group' to **do what they want or need to do** by creating and delivering the following value, information, coaching and experiences (if you have more than 7 ideas, document them on a separate blank page).

- a. \_\_\_\_\_.
- b. \_\_\_\_\_.
- c. \_\_\_\_\_.
- d. \_\_\_\_\_.
- e. \_\_\_\_\_.
- f. \_\_\_\_\_.
- g. \_\_\_\_\_.

We will **effectively and consistently communicate** all of this in the following innovative ways:

- a. \_\_\_\_\_.
- b. \_\_\_\_\_.
- c. \_\_\_\_\_.
- d. \_\_\_\_\_.
- e. \_\_\_\_\_.
- f. \_\_\_\_\_.
- g. \_\_\_\_\_.

## Getting specific about our target customers -- Part 2: Taking Action:

For each of our 'target customer groups' described on the previous pages, it's now time to commit to the specific value and experiences that we'll deliver and effectively communicate help them:

- i) Do what they want to do,
- j) Know what they want or need to know,
- k) Feel how they want to feel...and,
- l) Pay the price they want or expect to pay.

**Note:** Use the format below to document the specific value and experience that you will deliver to each 'target customer group' that you've described on the previous pages...and how you will effectively communicate that.

**FOR TARGET CUSTOMER GROUP** \_\_\_\_\_, in the geographic area(s) of \_\_\_\_\_,

1. We will help this 'target customer group' to **know what they want or need to know** by creating and delivering the following value, information, coaching and experiences (if you have more than 7 ideas, document them on a separate blank page).

- a. \_\_\_\_\_.
- b. \_\_\_\_\_.
- c. \_\_\_\_\_.
- d. \_\_\_\_\_.
- e. \_\_\_\_\_.
- f. \_\_\_\_\_.
- g. \_\_\_\_\_.

We will **effectively and consistently communicate** all of this in the following innovative ways:

- a. \_\_\_\_\_.
- b. \_\_\_\_\_.
- c. \_\_\_\_\_.
- d. \_\_\_\_\_.
- e. \_\_\_\_\_.
- f. \_\_\_\_\_.
- g. \_\_\_\_\_.

## Getting specific about our target customers -- Part 2: Taking Action:

**For each of our 'target customer groups' described on the previous pages, it's now time to commit to the specific value and experiences that we'll deliver and effectively communicate help them:**

- m) Do what they want to do,
- n) Know what they want or need to know,
- o) Feel how they want to feel...and,
- p) Pay the price they want or expect to pay.

**Note:** Use the format below to document the specific value and experience that you will deliver to each 'target customer group' that you've described on the previous pages...and how you will effectively communicate that.

**FOR TARGET CUSTOMER GROUP** \_\_\_\_\_, in the geographic area(s) of \_\_\_\_\_,

1. We will help this 'target customer group' to **feel how they want to feel** by creating and delivering the following value, information, coaching and experiences (if you have more than 7 ideas, document them on a separate blank page).

- a. \_\_\_\_\_.
- b. \_\_\_\_\_.
- c. \_\_\_\_\_.
- d. \_\_\_\_\_.
- e. \_\_\_\_\_.
- f. \_\_\_\_\_.
- g. \_\_\_\_\_.

We will **effectively and consistently communicate** all of this in the following innovative ways:

- a. \_\_\_\_\_.
- b. \_\_\_\_\_.
- c. \_\_\_\_\_.
- d. \_\_\_\_\_.
- e. \_\_\_\_\_.
- f. \_\_\_\_\_.
- g. \_\_\_\_\_.