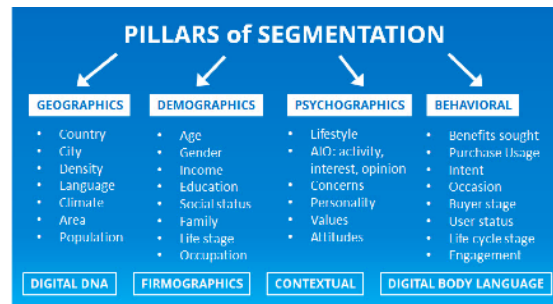
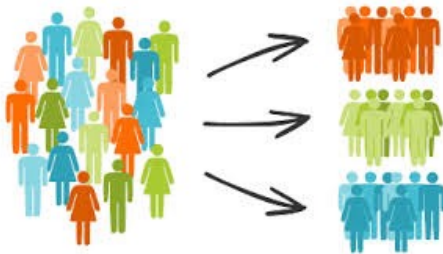


Six compelling benefits from market segmentation

Market segmentation is a technique that's been around for a long time. It's an easy process that separates customers with different needs into smaller groups with similar needs. Completing a market segmentation yields the best groups of customers to pursue. It may also help by determine which customers not to pursue because their needs don't match a company's value proposition.

I'm a car guy so let's consider the market segmentation of two car companies. BMW makes luxury, performance vehicles with prices to match. Their best market segments are affluent buyers that want the performance of 'the ultimate driving machine' (BMW long time and popular slogan). By contrast, Toyota makes reliable, less expensive vehicles. Toyota's best market segments are people that want a dependable, low-cost vehicle. Both companies would waste lots of money and time pursuing customers in the other's market segment.



Jordie van Rijn - Friday, Monday

Here are six compelling benefits from market segmentation:

1. Better matches products and services to potential buyers which increases their win rate
2. Marketing to the best market segments generates more leads
3. Pursuing the best market segments lowers a company's costs of sales which increases profits
4. Increases the revenue potential of innovation brought to market
5. Identifies unmet buyer needs which can be new sources of revenue
6. Understanding customer needs deeply is a path to superior returns and competitive positioning

Please contact me to accelerate profitable growth for your business from market segmentation.



Robert Johnson
robert@bennettfrank.com
401-595-7134