

Customer Profiling Exercise 1

Objective: to understand the behaviours of your “ideal” customer(s)

You may have several customer types. Do this exercise for all of them

They may overlap between them

The greater granularity (detail) you can get in your profiling the better

Some example questions you might ask include:

- My customer is: an individual/ a corporation/local authority/PCT/SHA etc.
- My customers are located: area list, plotted on a map etc.
- My customers purchasing decisions are based primarily on:
 - Price, best value, quality, political pressure etc.
- For formal commissioning or procurement their cycle is depletion, annual, three yearly etc.
 - Buying decisions are made at Office/team/dept/regional level
 - Who identifies the need? User /beneficiary, formal faction or business review, catastrophic failure, media pressure?
 - Who influence purchases? Within their business function they are typically influenced by these people (e.g. head of service influences a procurement officer in that department)
 - Who has budgetary sign off / authorises purchases
- What need does your product fill for your customers?
- Reactive - security, risk, protection, maintain the status quo?
- Pro-active - increased effectiveness, faster to market, better quality etc.?
- My customers are in the following age range
 - Sometimes a good indicator of certain types of attitude or behaviours
- My customers are: % male % female (B2C rather than for B2B / B2G)
- My customers typically read these trade journals
 - Who else does your client listen to, trust and buy from?
- My customers typically attend these conferences
- My customers typically belong to these professional bodies
 - Online - newsletters, LinkedIn member groups etc.
 - Offline - local CPD events, sector social circles, conferences
- My customers are typically informed by this/these Key Opinion Leaders
 - e.g. an elected official influences civil servants, media commentator influences his / her readership

