**Customer Segments**

1. Who are your internal and external customers?

|  |  |
| --- | --- |
| INTERNAL CUSTOMER SEGMENTS | EXTERNAL CUSTOMER SEGMENTS |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

1. What value does your business add to their lives? What problems are you solving for them?
2. Internal customers – what value are you adding to their lives? How are you taking care of your good internal customers? Does it match up to their expectations?

*(Template below can be duplicated depending on the number of customer segments you have)*

Value Add:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Value Add:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Value Add:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Value Add:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Value Add:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Value Add:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Value Add:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Value Add:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4) Is what you are advertising in your marketing strategy aligned to the reality of the situation?

|  |  |
| --- | --- |
| CUSTOMER SEGMENT: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| MARKETED VALUE | REALITY |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| Revisit customer segmentation or value offering? | |
| CUSTOMER SEGMENT: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| MARKETED VALUE | REALITY |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| Revisit customer segmentation or value offering? | |
| CUSTOMER SEGMENT: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| MARKETED VALUE | REALITY |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| Revisit customer segmentation or value offering? | |
| CUSTOMER SEGMENT: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| MARKETED VALUE | REALITY |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| Revisit customer segmentation or value offering? | |