**Customer Segments**

1. Who are your internal and external customers?

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| INTERNAL CUSTOMER SEGMENTS | EXTERNAL CUSTOMER SEGMENTS |
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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:

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Value Add:

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Value Add:

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Value Add:

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Value Add:

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Value Add:

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

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