

# Illawarra Small Business Assistance

## HELPFUL HINT – DEVELOPING CUSTOMER PROFILES

**Customer type:** \_\_\_\_\_

Before you start to formulate your marketing strategy and material you must be quite clear about your target market. The development of “Customer Profiles” for each segment within your target market is a great way to start. These help to clarify what is required to satisfy customer needs.

In describing your customers you should be looking at their characteristics, their needs and wants, and the promotion strategy that is most likely to grab their attention and attract their interest.

By focusing on the following five critical elements it is possible to develop an offer to the customer that will hopefully exceed their expectations and in the process provide a clear path to the design of your advertising and marketing material.

<p style="text-align: center;"><b>NEEDS</b> (Have to have)</p> <p><i>What’s expected?</i> <i>What will the customer consider a “must”?</i></p>	<p style="text-align: center;"><b>LIKES</b> (Would like to have)</p> <p><i>What’s possible?</i> <i>What might the customer like as an extra?</i></p>
<p style="text-align: center;"><b>FEATURES &amp; BENEFITS</b></p> <p>(of the product/service – what it does) <i>What’s the fit for this market segment?</i></p>	<p style="text-align: center;"><b>ADVANTAGES</b></p> <p><i>What’s in it for the user?</i> <i>How do the benefits transform into advantages?</i></p>

**CONCERNS and RISKS**

*What might annoy the user?*

*What frustrations might your customer have with your product/service?*

*What issues might impede a smooth transition to sale?*

*What objections might the customer raise?*


**The offer:**


***Need More Help?***

We will be pleased to provide help and to assist with evaluation of your customer profiles.

**CONTACT:**

**For further details and assistance, please contact:**

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**[Illawarra Small Business Assistance](#)**

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