Target Audience Worksheet

IMPROVING
SALES PERFORMANCE

THE CARRUTHERS GROUP

Get to Predictable Revenue, Faster.

Instructions

This document has been designed to provide clarity around your target audience – specifically looking at industry segments (e.g. verticals or categories) and personas (e.g. job titles or descriptions of your buyers).

Defining target audience is a critical foundation that influences how you define the value of your offerings, and how you ultimately message your value to resonate with each persona.

Important

- **Target Audiences** are the groupings of types of customers that purchase your offerings. Target audience is defined by many components such as: industry segments, personas, demographics, and psychographics.

- **Industry Segments** are often described as sectors, categories, or verticals. They are descriptors of the focus area of the target audience. For example, a pharmaceutical company would be in the biopharma or biotech sector.

- **Personas** are a way to build a hypothetical person that represents other people like them that would be interested in or purchase your offerings. Personas are often based on job title and other identifiers like gender, age, and education.

Brainstorm

Here's a quick brainstorm to identify your most ideal customers.

- Who are your ideal customers? Why?

- Who are <u>not</u> your ideal customers? Why?

Discovery

- For each customer listed on the prior page, describe what makes this audience such a good fit?

- Are these customers typically in the market for your products/services?

- What are the biggest hurdles in reaching leads at these types of organizations?

Magic Wand

If you could choose your next three best customers, who would they be?

Company Name or Description:

Who made the purchase?

What are they buying?

What is the monetary value of the transaction?

What makes them one of your new best customers?

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Industry Segments

Complete the following table to provide insights into target industry segments and demographics.

Industry Segement	Representative Company	Revenue Range	Employee Range	Rationale
Example: Manufacturing	Maytag	$350M-$500M	5,000	Put rationale of why this segment should be a focus for your product or service.

Personas

Complete the following table to provide insights into the different personas that buy your offering.

Job Title Specific or representative job title.	Needs What problems are they trying to solve?	Values What's important to them?	Buying Criteria What drives their purchasing decisions?

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