

Masterclass

# Discovering your customer

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Enterprising  
Futures at LSBU



South Bank

WORKS



SimVenture

# Discovering Your Customer

FAST-TRACK YOUR SUCCESS WITH THE RIGHT TOOLS & MINDSET

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SimVenture

Our planet is home to 8 billion people...

But who  
will buy  
from you?





## Who is your bullseye customer?

1. Is your company 'Business to Business' or 'Business to Consumer'?
2. Describe (in writing) your ideal customer in no more than 50 words. Include if appropriate, details such as the customer's personality, age, needs, location, education, ethnicity, likes, *shoesize*, abilities, financial standing etc. Be ready to share your thinking with the group.



1. Understanding **Segmentation** and why it is so important
2. **Targeting** segments and working out how to reach each one effectively
3. **Defining** Customer Segment Profiles
4. **Prioritising** Customer Segments



**Calculate the number of customers any business needs in order to survive the early years? Discuss your findings with the group.**

1. Identify how much it will cost to run the business over a year
2. Establish the average price of your products/services
3. Calculate total required customer sales by dividing 2 into 1.
4. Establish quarterly or monthly customer targets by dividing by 12 or 4
5. Identify all assumptions and review calculations regularly



1. Invest in different **research and feedback** approaches to learn about your customer.
2. Map out the **customer journey** (from the customer's experience) from first awareness to purchase and repurchase.
3. Use an online **CRM** as early as possible to capture and manage customer data.
4. Make informed and clear **decisions** about customer management and communication



## Valuable websites and books

'Building a Storybrand' by Donald Miller

Free Zoho - <https://www.zoho.com/crm/free-crm.html>

'Made to Stick' by Chip and Dan Heath





If this presentation has resonated...

Google...

‘The Startup Survival Podcast’



If this presentation has resonated...

Finally...

Thank you  
Curious?