

TARGET CUSTOMER

OBJECTIVE

- Worksheet designed to help you identify your target customers for your team's field plan.

QUESTIONS TO CONSIDER:

• Demographics

- Gender
- Age
- Income
- Education
- Marital Status
- Family Size
- Religion
- Ethnicity

• Psychographics

- Habits
- Hobbies
- Values
- Goals
- Objections
- Interests
- Challenges
- Pain Points

• Geographic

- Locations
- City?

DUE FRIDAY NIGHT BEFORE YOU LEAVE.

Company Name _____

Demographics

Gender: _____
Age: _____
Income: _____
Education: _____
Marital Status: _____
Family Size: _____
Religion: _____
Ethnicity: _____

Geographic

Location: _____

Sources

Books: _____
Magazines: _____
Websites: _____
Events: _____
Influencers: _____
Others: _____

Psychographics

Habits: _____

Hobbies: _____

Values: _____

Goals: _____

Objections: _____

Interests: _____

Challenges: _____

Pain Points: _____
