



Vantage Point Associates Segmentation & Targeting Workshop

Audience

1. Product and market managers who appreciate the need to focus their efforts on key market segments, and who seek tools for determining breakthrough segmentation schemes.
2. Members of intact product or market teams who seek the opportunity, as a group, to build customer focused segmentation schemes for their markets.

Key Benefit

Market-focused organizations are more successful at designing and implementing strategy. They are in touch with the needs and wants of customers and do a better job of matching what they offer to these needs and wants. Recognizing the pitfalls of trying to be ‘all things to all people,’ such organizations make choices about which customers to serve and what value propositions to offer. To make these decisions requires that they have both a clear understanding of the market environment, past, present and future, and a means of organizing the market into natural groupings based on differences in needs and wants.

This workshop helps participants learn a process through which they can organize a market into groups of customers and prospects with similar needs and /or characteristics and that, as a result, may exhibit similar purchasing and usage behavior. Having identified a preferred segmentation scheme, participants also learn to apply tools that help them to determine which segments are the most attractive for strategy development.

Workshop Objectives

After completing this workshop, participants will be better able to

1. Appreciate the importance of and develop needs-based segmentation schemes for their products and markets.
2. Understand why it is critical to develop meaningful and concrete segment descriptions and provide a label and distinguishing characteristics for each segment in a proposed scheme.
3. Understand the key factors that drive targeting decisions and apply a segment-focused decision model that incorporates these factors.

Topic Summary

Day 1	Day 2
Why segmentation and targeting are key strategic decisions Overview of segmentation approaches Developing needs-based segmentation schemes <ul style="list-style-type: none">• Determining customer needs• Establishing basis for segmentation• Constructing and populating clusters	Developing cluster profiles Determining which segments to target <ul style="list-style-type: none">• Segment attractiveness• Competitive intensity• Relative advantage Developing segment-level business objectives Summary: decisions and next steps

Learning Approach

The workshop involves application rather than theory. Participants work on a specific product or market sector. Before the session, they gather available information concerning their customers and competitors to serve as raw material for segmentation and targeting analysis and decision making. As an outgrowth, participants develop and fully describe a preferred segmentation scheme and apply a multidimensional decision model for determining which segments deserve strategic focus.