



CUSTOMER SEGMENTATION | MODULE 4

Scan the QR code to find a step-by-step guide for this tool, digital business development cases and further inspiration at dbd.au.dk

Existing customer segments

B2B

Potential customer segments

Existing customer segments 1

FACTS

1. Where are they located geographically?
2. In which industry/business are they?
3. Who are their customers?

SALES

1. What do they buy from us?
2. How much money do they spend?
3. How often do they return?

VALUE

1. What are their aims?
2. What value do we create for them?

Existing customer segments 2

FACTS

1. Where are they located geographically?
2. In which industry/business are they?
3. Who are their customers?

SALES

1. What do they buy from us?
2. How much money do they spend?
3. How often do they return?

VALUE

1. What are their aims?
2. What value do we create for them?

Potential customer segments 1

FACTS

1. Where are they located geographically?
2. In which industry/business are they?
3. Who are their customers?

VALUE

1. What are their aims?
2. On what areas do they focus?

SALES

1. What is their financial leeway?
2. How can they strengthen our company?

Potential customer segments 2

FACTS

1. Where are they located geographically?
2. In which industry/business are they?
3. Who are their customers?

VALUE

1. What are their aims?
2. On what areas do they focus?

SALES

1. What is their financial leeway?
2. How can they strengthen our company?

