

**What are the different types of customers  
your products and services appeal to?**

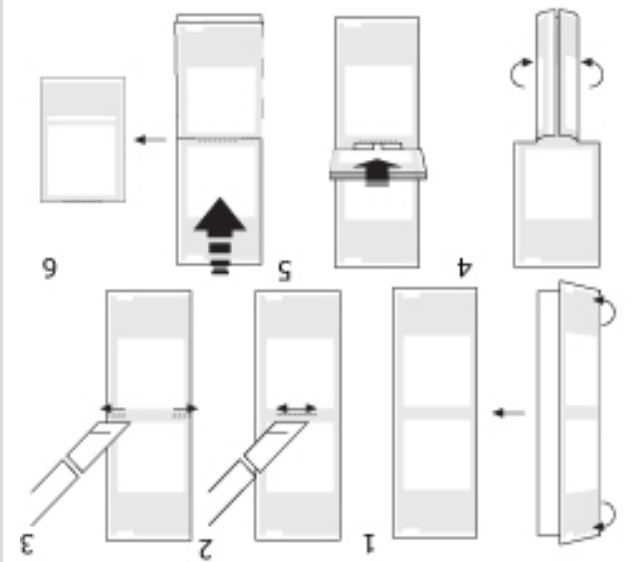
# Market Day 1 before we start...

Sarah Thelwall

*What is the benefit of your product or  
service to your customer?*

This set of 9 eBooks accompanies the Market Day  
workshop. You will find the explanations on how  
to re-do all the activities we covered on the day  
and a few more resources besides.  
This eBook asks a few questions you should think  
about before you come to the Market Day  
workshop.





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**Market Day 1 before we start...**  
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**What is your route to market and how does  
 this affect how you will communicate with  
 your customers?**

The focus of Market Day is an exploration of who your customers are, what your relationship with them will be and how to find and keep these mythical creatures.

We will:

- review your products and services
- look at how features you offer convert into benefits bought by customers
- explore the different segments of customers who might be interested in your products and services
- identify your sales and marketing objectives

... and determine which of the myriad ways to promote your company and its offering are appropriate to these potential customers.

**If you were describing your products or  
 services in less than three lines what would  
 you say?**

There are a couple of things I'd suggest you think about ahead of time which will increase the value of the day to you: