# Relative Targeting: An Example

Target Market: _____

| | | | |
|---|---|---|---|
| Current trends exist that indicate likelihood to buy: | ❑ We are able to list three or more trends specific to this market that we believe will drive targets to make a purchase in the short term | ❑ We are able to list one to two trends specific to this market that we believe will drive targets to make a purchase in the short term | ❑ We cannot list any trends specific to this market that we believe will drive targets to make a purchase in the short term |
| Describe the general health of the target? | ❑ Growing | ❑ Stable | ❑ Shrinking |
| Are there any pending triggers that can be identified in the target market that will force targets to purchase imminently? | ❑ Yes, and we are aware of their specifics and how our product/service aligns with them | ❑ Yes, but we are not aware of their specifics and how our product/service aligns with them | ❑ No |
| Has there been an increase in your product's category spend in the past 12 months? | ❑ Moderate to significant | ❑ Minimal to moderate | ❑ Minimal to none |
| Has there been adoption of the solution by leading companies within the target market? | ❑ We can identify a number of industry leaders that have adopted the solution | ❑ We can identify a few industry leaders that have adopted the solution | ❑ We cannot identify industry leaders that have adopted the solution |
| Is your product category currently perceived as: | ❑ Necessary | ❑ A nice to have | ❑ No established perception of use and importance |
| Are there existing solutions and competitors that target this segment? | ❑ No | ❑ Yes, but our offering is generally accepted to be superior | ❑ Yes, and our offering is generally accepted to be comparable to others |
| Do you have the database capability and/or list procurement ability/budget to market to this target? | ❑ We have a significant, complete number of records in the market | ❑ We have a significant number of records, but many are inaccurate or incomplete | ❑ We have few records in the target, and it would be difficult to secure them from a third party |
| How has the product/service in question been designed? | ❑ Our product/service is designed specifically for the target market | ❑ Our product/service has been altered/enhanced to address needs within the target | ❑ The product/service is designed for generic use across markets |
| How knowledgeable are marketing and sales about the target? | ❑ We have deep domain expertise in regard to the market | ❑ We have limited domain expertise in regard to the market | ❑ We have no domain expertise in regard to the market |
| Has your organization developed specific messaging that addressed known needs within the target? | ❑ Yes; we have a built a complete messaging approach for the target | ❑ We haven't built a messaging approach, but have the resources and expertise to do so | ❑ We haven't built a messaging approach, and don't have the resources/expertise to do so |
| How well prepared is the sales team to sell into the target? | ❑ The sales force can access a complete set of tools and collateral to help build knowledge and competency | ❑ The sales force can access a limited set of tools and collateral to help build knowledge and competency | ❑ The sales force has access to little to no tools and collateral to help build knowledge and competency |

**Key/Instructions**

**Blue attributes: External considerations          Gray attributes: Internal considerations**

**The majority of checks in one column should indicate the target segment's viability.**
**Column 1: Active Targets: Desirable segments from both external and internal perspectives. This indicates a highly viable segment.**
**Column 2: Nurture: Target segments should be nurtured until internal and/or external factors improve.**
**Column 3: Dormant: This indicates low viability as a target segment and most likely shouldn't be considered at this time, in a targeting strategy. Review periodically for change. This is especially true if most of the checks in this column were in the "External considerations" section.**

## SIRIUSDECISIONS