

POW **WOW** PITCH

# Knowing Your Target Customer

Toolkit for Learning Module **2**

In partnership with



**SKLAR WILTON**  
& ASSOCIATES

# Getting Started: Knowing Your Target Customer

## 2

### IN THIS TOOLKIT:

#### ABOUT

In this module, we covered all there is to know about identifying and understanding the “who” is your target customer and “how” to action it.

**This document is a ready-to-use toolkit containing the blank frameworks you can use to apply these learnings to your business today. *For any examples or explanations on how to use the tools, please refer to the full corresponding module presentation.***

#### CONTENT

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Sklar Wilton & Associates  
Target Customer Profile

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Sklar Wilton & Associates  
Customer Action Plan

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# Blank Framework | Target Customer Profile



## OVERVIEW

*(In a few words, describe who is your target customer)*

### DEMOGRAPHICS

*What is their age, income, geography, if they have kids, etc.*

### ATTITUDES & VALUES

*How do they feel / think towards life, the category, etc.*

### NEEDS

*What do they need or want, what problems they have with the category, what do they wish*

### BEHAVIOURS

*Where do they shop, how often they shop, how much they spend*

# Blank Framework | Target Customer Action Plan

## TARGET CUSTOMER

Insert Here

### DEMOGRAPHICS

*What is their age, income, geography, if they have kids, etc.*

### ATTITUDES & VALUES

*How do they feel / think towards life, the category, etc.*

### NEEDS

*What do they need or want, what problems they have with the category, what do they wish*

### BEHAVIOURS

*Where do they shop, how often they shop, how much they spend*

## BUSINESS IMPACT

### COMMUNICATIONS & ADVERTISING

What should I say to appeal to them (don't forget your Purpose!)

Where should I advertise / get their attention?

### CUSTOMER EXPERIENCE

What experience should I create that they would value? E.g. online, instore, customer service, etc.

### PRODUCT/SERVICE OFFERING

What will they love about my product?

How might I make it more appealing to them and their needs?

What other products might appeal to them?

### PRODUCT/SERVICE PRICING

How much money are they willing or able to pay for this product or service?

A watercolor splash graphic in shades of pink and orange, centered on a white diamond-shaped background.

Thank you!