

Core Customer – From Bob Bloom’s Core Customer Journey

1. Start with a list of your current customers. Also, brainstorm customers you want that are currently with your competition. Write down these names on a big sheet of white board paper.
2. Of the customers and potential customers you’ve listed, who is most valuable to you? Put a star next to customers who are perceived as most valuable.
3. Who would be valuable clients to add to your list?
4. Highlight the customers that you want to keep and potential customers you want to add to your client list. Who are your highest priority customers?
5. Look at just the high priority customers and complete the following:
 - a. Define these individuals using two or three specific words or phrases
 - b. What are their specific, individual traits or characteristics?
 - c. Why are they high priority for you?
 - d. What makes them a good fit for your company’s culture or specific product/service offering?
 - e. Does the team like working with these customers? Why?
 - f. At this point, just list as much information about the customer as you can, then pull it together in a definition that’s about 20 words long. Your definition won’t be perfect.
6. Come up with a list of 5-10 things that the Core Customer you’ve identified desires. Challenge yourselves to live in your customer’s shoes and try and see things from their perspective. Collect some insights from those on your team who interact with the customers most often and even from the customers themselves about what they want.

WHO IS YOUR WHO

- Define your Core Customer as a person, not an industry or market segment. Who are you selling to? Is it a CEO or the Director of Marketing? Keep it to 20 words.
- What are some characteristics of your Core Customer’s company? How big are they? \$10M in revenue with over 50 employees?
- What are some of your Core Customer’s personal characteristics? Are they progressive thinkers? Are they process oriented or number driven?
- What are your Core Customer’s needs (not wants)? What problem does your Core Customer have that you can solve? Is there something your Core Customer needs that others won’t or can’t do?