



# SPECIALIST RETAILERS

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## Target Customer Checklist

Thank you for downloading our Target Customer Checklist! Knowing who your customer is a critical first step in attracting good quality customers to your showroom.

### Why Do you Need to know who your Target Customer is?

When I speak to independent retailers they'll often tell me that they don't see the point of creating a customer profile. They feel that it's a waste of time as they just sell to whoever wants to buy from them. They also see it as something that's OK for the giant retailers to do but not something that will make much difference to them.

The interesting thing is that *the more you know and understand your target customer* the more relevant your business becomes to them. When you know what is really important to them you are in a better position to serve their needs instead of your own. The more you align your business to the needs of your target audience the more they will feel that you actually care about them. Caring about your customer should not be contrived or manipulative. If you only care about them because you want their money, they will sense your insincerity and they will shop somewhere else.

Imagine that your ideal customer is an actual target. The closer you get to your target, the higher the value of the customer. The more you understand the desires and aspirations of your target customer the more valuable you become to them. And the more valuable you become to them the more they are willing to pay a premium for your products. When you know who your ideal customer is you can develop your marketing messages, sales pitches, products and services to attract more of them.

When you try to be all things to all people you become bland and boring. Your audience doesn't know what you stand for which makes it difficult for them to decide if they can or want to do business with you. When you understand and know your audience you are more likely to be heard by them in a crowded market place.

Many retailers have reservations about focusing on a niche market because they are scared that they will lose business from potential or existing customers who don't fit their target audience. It's important to remember that your target market is not your only customer. Ironically, when you focus on your niche you become attractive to a wider audience.

### The main benefits of Target Marketing are:

1. When you position yourself to a specific audience you differentiate yourself from your competition and you can charge a premium for your products and services.
2. You can simplify your business and streamline your efforts.

3. It makes it easier for customers to refer you to others. When others know what you do and who you do it for, you come easily to the mind of your customers and even your competitors.
4. When you specialise you establish credibility and trust with your customers.
5. By streamlining your business to a specific audience your marketing communications are more cost effective in the long run.
6. The more you specialise the more confident you become about yourself and your business.

## Getting to know Your Customer

Now is the time for you to begin the process of identifying your target customer. Before you begin it's important to realise that you may not get it right the first time. And that's OK. The main thing is to start the process as you can always refine your answers over time. You may be interested to know that 95% of your competitors don't have a clue who their target audience is and so your best efforts will already set you apart from your competition.

There are three activities that you will need to take to help you to gain a clearer picture of your target audience. Firstly, make a list of 5 or 10 different types of people that could be potential customers. Second, refine your list down to the top three possible target customers. Please bear in mind that it's possible to have more than one target customer depending on your business. But, you won't want to have more than 3 otherwise it gets confusing.

And third, to really get to know your ideal customer in more detail you will need to consider their demographics, their geography and the psychology of your customer. You can either complete the exercise's by typing directly in the course or you may prefer to use the recorder on your phone and then transcribe it later on.

### Activity 1

Make a list of 5 or 10 of the different types of people who could be potential customers of yours and ask yourself which of these people would receive the greatest benefit if they were to use your products or services.

### Activity 2

Now refine your list down to the top three possible target customers that fit your profile.

### Activity 3

Now you have a better idea of who your ideal customer is, let's examine them in more detail by considering three things:

Demography – what do you know about your target customer.

Geography - where do your ideal customers live.

Psychology – how do your customers think and therefore how do they behave.

## **Demographics**

This is where you gather information about your target customers age, gender, nationality, income and more. To help understand the demographics of your audience please answer the following questions.

How old are they?

Are they male or female?

What is their nationality?

How much money do they earn?

What do they do for work?

What is their title?

Are they married, divorced, widowed, single?

How many kids do they have, if any?

Are their parents still alive?

What field of business are they in?

How many employees / co-workers do they have, if any?

What kind of car do they drive?

## **Geography**

We now need to refine your ideal customer geographically. Knowing where they live and why will help you to fine tune your target customer.

What city does your ideal customer live in?

What is their postcode?

Do they own or rent?

How many bedrooms?

What do they drive?

How many cars do they have?

How far do they commute to work?

And how do they commute?

Who lives with them?

Where do they shop for groceries?

Where do they go for fun and socialising?

Or do they stay at home?

## **Psychology**

Psychographics is the study of personality, values, opinions, attitudes, interests, and lifestyles but includes habits, preferences, motivations and patterns of behaviour that might better explain why they buy.

Put yourself in the shoes of your ideal client and answer the following questions to the best of your ability.

Why do they want to buy from you?

What are they most proud of in life?

What worries them or keeps them up at night?

What annoys them?

What are they happy about?

What are they sad about?

Why do they do what they do?

What do they think about your industry?

Why do they live where they live?

Why do they drive the car they do?

Are they a Mac or PC user?

What does this say about them if anything?

## **Who has the Attention of Your Ideal Client?**

Now that you have refined who your target customer is you need to establish where to find them. The purpose of the next exercise is to understand where your ideal customers spend most of their time. This will help you to target your marketing and sales efforts in the places where you are most likely to find your target audience.

Which retailers already have your ideal customers?

What kinds of entertainment do they consume?

Where do they get their news from?

What professional content do they consume?

Which social media platforms do they visit the most?

What do they like to watch?

What podcasts do they listen to?

What do they like to listen to?

What magazines do they subscribe to?

What type of books do they like to read?

What blogs do they subscribe to?

What are their hobbies?

What clubs do they belong to?

What kind of personality tests may they have taken?

What associations or groups are they members of?

## Create a Target Customer Statement

Now that you have completed all the questions you will have developed some new insights and perspectives about your target audience. To complete the process, review your answers to create a statement about your target customer. This may take some time before you have a clear statement or sentence that describes your audience. Once you have finalised your statement share it with a friend who will give you some honest feedback. If they don't understand it or if it's ambiguous rewrite it until it's clearly understood by everyone.

**Congratulations on completing the Target Customer module. Please subscribe to my YouTube channel for all the latest updates.**



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