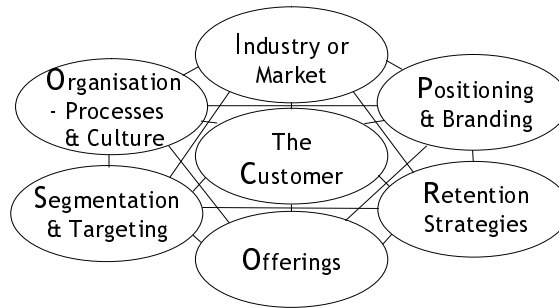


Scorpio market strategy

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The Customer

Lest we forget, the customer is the name of the game.

Customers produce all the organisation's revenues and profits and are the only reason for an organisation's continued existence. At the very least the organisation intent on survival will need to know who its customers are and what they want.

The organisation intent on achieving success rather than simple survival will need to much more if it is to compete successfully in rapidly internationalising markets. Although 'knowing' may itself be a tall order - often customers don't really 'know' what they want, they just want - and need.

- *What is the current analysis of the customer base?*
- *Do we know where the target customers are?*
- *What are their most important (driving) needs & wants?*

The strategic checklist for your organisation is:

1	Who are they?	<i>What do we really know about our customers?</i>
2	What do they currently buying from us/our competitors and why?	<i>Remember that customers buy benefits, not 'features!'</i>
3	What are their problems/ needs/ wants?	<i>Customers will normally pay for solutions to existing problems - they don't need additional problems.</i>
4	What do they want from us now/ will they want in the future?	<i>Anticipation of future needs and wants is the key to revenue and profit growth.</i>
5	What barriers are getting in the way?	<i>Are the barriers external or are there internal barriers that we create?</i>
6	What will make them come to us?	<i>And the answer is unlikely to be 'price'</i>
7	Where do customers interface (connect) with our organisation?	<i>Check all the points of contact - and make sure they are joined up</i>