

Marketing Event Planner - User notes



Adding Data

- 1 Enter name of key customers or markets into the blue column
- 2 Enter all products and services into the purple row
- 3 In each box, enter a Y if the customer already buys that product from you
- 4 In each box enter a N if the customer does not buy that product from you or a competitor
- 5 In each box enter a P if the customer does or could buy that product, but not from you
- 6 To make the analysis more immediately obvious, colour the Ys in green, Ns red and Ps orange
- 7 At the bottom of each 'product column' enter the number of Ps
- 8 At the end of each 'customer row' enter the number of Ps
- 9 In the box marked '%' add up all the Ps and show as a percentage of all the boxes

Analysis - items to review

- 1 The P's represent opportunities - cross selling existing products or services to existing customers
- 2 Overall, how many P's are there? How much orange, and what % of the total?
- 3 The totals at the end of the 'customer rows' give an indication of which customers or markets have the greatest opportunity
- 4 The total at the bottom of the 'product columns' give an indication of which products have the greatest opportunity
- 5 Could you get more testimonials for products from existing customers to help sell them to others
- 6 If the number of Ps is low, you will need to add new customers or products to generate growth