

Target Market Segment

Focusing your Cloud & MSP business on one or more target market segments is a key strategy for differentiating your solution from your competition. Imagine if every Cloud Service Provider or MSP offered the same generic solution to every customer, no MSP or Cloud Solution Provider would be unique. And when everyone has an identical value proposition, the only way to differentiate your solution is to discount your price. We are going to help you to avoid that situation.

1. Which vertical market segment(s) should you focus on?

From the list below, select the vertical segments where you have customers today?

Banks

Your comments:

Insurance

Your comments:

Other Financial Services

Your comments:

Professional Services (legal and medical)

Your comments:

Health Care (hospital and patient care)

Your comments:

Marketing, Sales and Customer Service

Your comments:

Human Resources and Recruiting

Your comments:

Engineering, Consulting and Project Management

Your comments:

Real Estate and Property Management

Your comments:

Construction

Your comments:

Technology

Your comments:

Retail chains and franchises

Your comments:

Transportation

Your comments:

Manufacturing

Your comments:

Utilities

Your comments:

Primary and Secondary Education

Your comments:

Hospitality (hotel and restaurant)

Your comments:

State, Local Government & Education (SLED)

Your comments:

Federal Government

Your comments:

Other

Your comments:

What are their technology requirements?

Ideally, the customers in your target vertical share several technology requirements. Select all of the shared requirements that apply from the list below.

- IT/network support in a predominantly centralized location

Your comments:

- IT/network support across geographically distributed locations

Your comments:

- Requires high-level of end-user support

Your comments:

- Supports a highly mobile workforce

Your comments:

- Supports a virtualized workforce (e.g., teleworkers)

Your comments:

- Highly sensitive to security vulnerabilities

Your comments:

- Highly dependent on database availability

Your comments:

- Very large data storage requirements

Your comments:

- Highly dependent on network availability

Your comments:

- Very sensitive to network response time

Your comments:

- Uses standard applications (MS-Office, M365, CRM, Accounting, etc.)

Your comments:

- Operates custom or industry-specific applications to run their business

Your comments:

- Requires unified communications functionality

Your comments:

- Requires workgroup collaboration functionality

Your comments:

- Requires support for a call center solution

Your comments:

- Very sensitive to voice service quality

Your comments:

- Other

Your comments:

2. Are there other vertical markets you can target?

Go back and review the list of verticals provided in question #1. Are there any verticals that you believe share many of the same requirements identified in question #2? If yes, they are potential candidates for additional verticals you may want to target in a future marketing outreach campaign. List them in the box below.

Your comments:

3. Is your segment horizontal, vertical or a combination of the two?

While focusing on a vertical segment is an excellent way to differentiate your Cloud & MSP business, it is by no means the only way. You can also define a horizontal focus that is based on a technology or capability for which you possess very unique expertise. Perhaps you are an expert in custom implementations of popular software packages such as Salesforce.com. This expertise can be offered to customers that cut across multiple verticals. Or perhaps your company designs and manages high performance voice and data network solutions for distributed organizations. In this case, your target market might represent companies with branch office networking requirements.

If you are focusing on a horizontal segment, it is equally important for you to complete the *Ideal Customer Profile* worksheet as well as this worksheet to provide a profile of your best customer and to determine your differentiated value proposition. Please describe your horizontal market focus and its unique technology requirements in the box below. Can you identify vertical segments that have a special need for this horizontal focus? If yes, please list them.

Your comments:

4. Where to prospect for new business?

Opportunities for new business in your target vertical are best found in the places where your prospective customers gather to exchange information with their industry peers. Select from the list below, those areas where your target vertical customers are likely to read about their business, network with their peers or learn about new technologies that are applicable to their field. List the names of the organizations/publications/sources in the comments section.

Professional associations:

Your comments:

Trade publications:

Your comments:

Industry conferences

Your comments:

Community events:

Your comments:

Information websites:

Your comments:

List sources:

Your comments:

Are there any other areas for prospecting in this vertical that you have found useful?

Your comments:

Congratulations! You have completed **Worksheet #2: Target Market Segment**. This document will serve as a formal written definition of your target markets. The next step is to use the information that you have compiled in the first three (3) worksheets to complete Worksheet #4 and build your differentiated value proposition.

Please find **Worksheet #3: Differentiated Value Proposition** and complete the questions in this worksheet.