

*"If I can see the world through my client's eyes,
then I can sell my client what my client buys"*

Ed Foreman, Motivational Speaker

Product Experience Worksheet

	Client 1 - Average client	Client 2 - Most profitable client
Who's your client?		
What problem are they trying to solve?		
How does your product miss the mark?		
What is your primary reason for lost sales?		
What complaints do customers have about services provided in your category?		
In the client's eyes, what are the important parts of the purchase experience?		
What can you add to make a better experience while you solve their problem?		
What aspect of your service do customers rave about?		
What aspects of your service are they disappointed with?		
How can you offer a unique advantage? Fix the problem?		
What extra value can you provide?		

Let's begin your marketing plan today! Kerri Brimmer, Brimming Design 419-699-1009