



CLIENT SEGMENTATION!

THE FIRST STEP TO BUILD
PROFITABLE BUSINESS

Join people who choose their clients
precisely!

While working with entrepreneurs for several years, I have noticed that a proper customer or market segmentation is the first step we start our cooperation with, no matter if they are about to start their business activity or they have already been active on the market for some time.

It is not that I am able to identify the key factor that would trigger the success in business right on the spot. But I am certain that the key factor of failure in business that often results in leaving the market is the desire to meet the needs of every single customer and to aim all marketing strategies at the mass customer



. I have never met a single entrepreneur who would have a concise market strategy or business concept of how to acquire such diverse potential customers. Usually, the entrepreneur comes up with a bunch of various marketing tools that are applied at random, without any cause and effect chain