



## MARKETING INSIGHTS

This is a generic tool.

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## How to target high potential prospects

### Cutting long lists of suspects into short lists of high potential prospects

#### Steps in the process

Create a table with 4 columns (see following page).

##### Column 1

- What are the problems (pains) that your product or service solves (alleviates)?
- What do they look or feel like in prospects' eyes?
- What symptoms do prospects present that confirm that they have these pains?

##### Column 2

- What sort of verticals would commonly have these pains?

##### Column 3

- What sort of businesses in these vertical would have these pains?

##### Column 4

- Looking across the whole table, what businesses are represented most frequently in column 3?

These businesses will have the greatest number of pains that you can alleviate, and the greatest potential for your product or service.

The table on the following page shows how to target the highest potential prospects— for a software solution used to ensure corporate compliance.

**Example: Software solution for corporate compliance**

Symptoms of pain	Verticals with pain	Organisations with pain	Targets with most pain
High volume of policies, updates to manage	Finance and Insurance Public sector	Banks, Building Societies, Credit Unions, Dealers, Brokers, Insurance cos, Funds Managers, Financial advisers	Tier 2 organisations 500-2000 employees >5 sites nationally Multiple policies High visibility Trading with US cos (SOX compliance) Shortest selling cycle Old companies/merged entities High IT connectivity of employees Many high value employees Based in accessible cities (Syd, Bris, Auck)  In:  Banks Building Societies Credit Unions Brokers/Dealers/fund mgrs Financial advisers Consulting firms Accountants Lawyers Airlines
Slow deployment/update over multiple users	Any	Public sector, Fin and Insurance, Retail, Communication services	
Slow deployment/update over multiple sites			
Inability to monitor multiple policy deployment, updates			
Downtime for expensive resources to train inductees	Finance and Insurance Biz services	Consulting firms, accountants, lawyers	
Inability to update on policy/product/procedure simultaneously	Any	Public sector	
Training/policy documents in multiple systems	Any	Any	
External/home based, part time employees and contractors	Any	Utilities, call centres, banks, construction, Communications (post, courier)	
Mixture of in-house and external policy content	Any	Any	
Many offices in remote locations	Mining Construction Utilities Public sector	Mining Construction Utilities Public sector	
Need to alert distributed employees of product changes/recalls/updates	Manufacturing	Motor vehicles, food, pharmaceuticals	
Recent or frequent changes of policy/management	Mergers/acquisitions	Mining, airline, infrastructure	
Slow uptake by mobile, external, remote employees	Mining Biz services	Mining, mining consulting	
Multiple/inconsistent platforms/applications	Mergers/acquisitions		
Inefficiency through lack of centralised, timely information	Multiple sites		
Inability to update external employees quickly	Financial Services Utilities		
High cost of policy distribution and update	Distributed		
Life or death impact of non compliance	Health Travel Personal Services	Police, Fire Brigade, Correctional, Airlines, Coaches, CASA, BASI,	
High incidence of customer contacts	Cultural and recreation Biz services	Casinos, Health, Employment placement services Call centres, retail, banks,	