

STAFF TRAINING - PROFILING CUSTOMERS

Customer profiling and preparing to market your business is not a journey you should be taking alone, you need your team, an army of ambassadors behind you every step of the way!

STAFF TEAM ACTIVITY 1

Identify the Customer

As the manager you may have already done the profiling and segmenting tool, however, many brains are better than 1!

For this activity you just need a extra large piece of paper or several pieces fastened together, a willing volunteer and some pens.

Draw around your willing volunteer onto the paper and ask everyone to start to brainstorm 'who is our ideal customer', writing down their thoughts as you go.

Imagine the outline is your typical customer

On the head write- the things that make this person choose your setting, the things they think are important to them practically.

On their body (their heart) write the things that are extras that appeal to this person, how do you appeal to their heart.

On their legs, write the information about where this person is likely to go to find out about our setting? Do they live/ work nearby? How will they travel?

On their arms - write about the benefits of your setting to this individual, what tangible benefits will this person have by using your setting?

STAFF TEAM ACTIVITY 2

Where is everybody?

Now that you have figured out who your customer might be, what they care about and what is most important to them, its time to start thinking about where they all might be hiding!

You will need another large piece of paper for this activity. Draw a rough map of your local area, including housing estates and local offices or places of work. Think about large companies and smaller organisations. Parent groups, hospitals and mum to be support groups, supermarkets, town centres etc

Using red and green ink start colouring in the area in green that you know these people must pass by your setting and know that you are there and in red highlight the areas where people live or work but may not ever pass by to realise that you are there.

Both of these activities are a very high level analysis, but so important to get your team, talking, thinking and subconsciously planning ready for the next part.....marketing!