

SEGMENTATION & TARGETING

# BUSINESS-TO-BUSINESS BASIS OF SEGMENTATION

MAJOR MARKET BASED SEGMENTATION

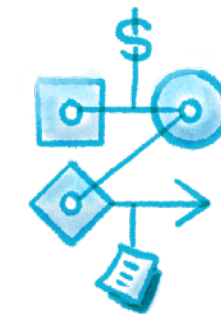
- Manufacturing, industrial & retail (25%)
- Financial Services (27%)
- Government (18%)
- Other Corporate (16%)
- Energy & Resources (9%)
- Households (5%)

ECONOMY BASED SEGMENTATION

- New Age Economy (recreation, personal services, health & education)
- Traditional Service Economy (wholesale & retail)
- Old Economy (agriculture & manufacturing)
- Investment Economy (information, communications, mining, finance, real estate)

'FIRMOGRAPHICS'

- Company Size (turnover, head count, budget)
- Performance (growth, stagnant, decline)
- Company Geography
- Sales Cycle Stage (funnel)
- Status (Ltd, Partnership, Sole Trader)



'TIERING'

- High Value Customer
- Low Value Customer
- Sophistication ex:
  - Generalist = phase 1 outsourcing. Companies that outsource to firms offering broad-based services.
  - Best Practice = phase 2 outsourcing. Companies now outsource from a more objective point of view ie. how will it benefit us 5 years from now.



NEEDS-BASED SEGMENTATION

- Security
- Power
- Esteem
- Career Progression



BEHAVIOUR / PERFORMANCE

- Price sensitive
- Delivery sensitive
- Quality sensitive