

OPPORTUNITY MAPPING TOOL

Use the template when analysing your customers. Write the names of the customers on the top row, the different products/services you offer in the left column. Mark the boxes with X if the customer has the product. Now you can start grouping which type of customers usually don't have a certain product. To help prioritize, you can write the services profit margins also. This is worth doing together with the sales & marketing team. Also brainstorm on what messages to use for the customers to fill the white spots.

Customer Product / Service						