

CUSTOMER SEGMENTATION KAIZEN WORKSHOP

UNDERSTAND THE DIFFERENT
SEGMENTS OF A MARKET

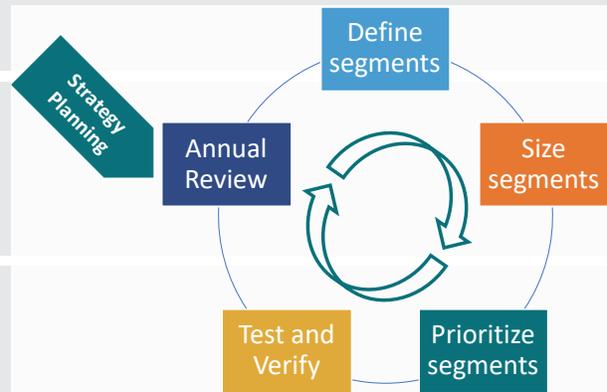
FROM CREATING INSIGHT TO
FORMULATING COMPETITIVE ADVANTAGES

SIZE AND PRIORITIZE SEGMENTS
BASED ON THE OPPORTUNITY



UNDERSTAND YOUR MARKET TO FIND WHERE YOU CAN MAKE A DIFFERENCE

Day 1	<ul style="list-style-type: none"> • Kaizen training • What is segmentation? • Review prework • Segmentation as part of your annual strategy and/or innovation process
Day 2	<ul style="list-style-type: none"> • Different uses of segmentation • Criteria for meaningful segmentation • Dimensions for segmentation • Ideate on potential segments
Day 3	<ul style="list-style-type: none"> • Fine tune segments • Sizing segments • The use of MEKKO-charts • Where to find data
Day 4	<ul style="list-style-type: none"> • How to prioritize segments • Test and verify segmentation • Annual review and optimization



This workshop is best done in a physical 4-day event with all key players in the room for maximum impact. Personal interaction, discussion and deep analyses will drive the best outcome.



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GROWTH
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A PRACTICAL WORKSHOP TO ACCELERATE GROWTH & INNOVATION

Charting Your Course for Strategic Impact

A meticulously crafted and rigorously tested segmentation strategy can propel your business ahead on multiple fronts within your organization. It serves as a vital input for your annual Strategy Planning, enriches your Innovation portfolio, identifies avenues for inorganic growth via M&A, and importantly, empowers your sales and marketing teams to precisely target leads.

In this workshop, you'll embark on a comprehensive journey, navigating through each step to establish a resilient foundation for success!

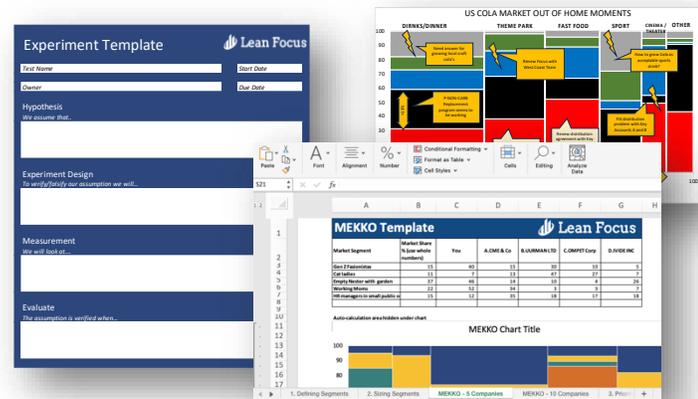
Empower Your Business with Strategic Segmentation

Different uses for Customer Segmentation:



Tools used in the workshop:

- Complete workbook throughout the process
- MEKKO charts
- Experiment Templates
- And many more...



REQUEST A CONSULT:
INFO@LEANFOCUS.COM

How do I get started?

Schedule a Customer Segmentation Kaizen Workshop

Take the first step toward a competitive advantage. Contact us today to schedule a consultation and discover how Customer Segmentation can boost your growth and innovation.



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