

# 7 steps to ignite your sales

## Instructions

Follow the 7 steps in sequence to define a sales strategy for a specific target customer segment. If one step requires more research or insights, feel free to work with hypotheses and get back to it later. The key to completing this canvas is to be specific and consistent. Make sure that the elements really fit with each other – for example, when determining sales channels in step (5), take a look back at what you wrote down in step (2) Touchpoints; will those channels actually work for your target segment? Finally, consider this structure as something you can revisit and tweak over and over again as you grow your business and learn which sales efforts work and which ones do not.

## Target customers

### Characterize your target segment

1. Pick a target segment you identified in the Value Proposition Design Canvas.



2. Hypothesize and/or research: how does your target segment make purchasing decisions? What is important to them (price, ease of use, etc.)?

3. ONLY IF APPLICABLE: if there are typically multiple stakeholders within single target businesses/companies, consider whom you need to engage with and for what.

Role/function	Decides	Influences	Is involved
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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## Touchpoints

### What potential touchpoints are there for your target segment?

List some opportunities when/where you think you might be able to grab people's attention.

Remember: the best opportunities are those that occur when your target customers already have an open mind (e.g. good content when they're browsing social media or pitching your solution at a trade fair).

Spar with sample target customers you may have in your network.

ONLINE	OFFLINE
_____	_____
_____	_____
_____	_____
_____	_____

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## CAC & CLV

### Benchmark your customer acquisition cost (CAC) and customer lifetime value (CLV)

1. Hypothesize and/or research how high customer acquisition cost (CAC) and customer lifetime value (CLV) are for start-ups in your industry.

Benchmark company	CAC (e.g. in \$)	CLV (e.g. in \$)
_____	_____	_____
_____	_____	_____
_____	_____	_____

### 2. Set your own CAC and CLV target

What CAC and CLV do you envision? What are the assumptions behind it?  
Control: are the figures reflected in your business case?

CAC: \_\_\_\_\_

CLV: \_\_\_\_\_

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## Messaging

### With which message(s) do you captivate your target customers?

- Remember the needs and pain points of your target segment that you identified in the Value Proposition Design Canvas.
- Get creative about how you present your value proposition: as a pain point: just your solution; or, via emotions? Think like an advertiser!
- How should you best present your message: verbally; images; text; or, video?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## Delivery

### Through which channels will you address your target customers?

- Based on what message(s) you chose and your preferred way of presenting it (verbally etc.), think of appropriate channel(s) to deliver it, e.g.: online ads; cold calls; or, e-mail.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## Metrics

### How do you measure sales success?

- Define three or more key metrics that measure how well you master your key sales challenges.
- Suggestion: use the conversion funnel to check whether you've covered the critical steps customers need to take.
- Check in with advisors, board and/or other experts who might know about key metrics for your industry.

	1	2	3	...
Metric	_____	_____	_____	_____
Business purpose	_____	_____	_____	_____
Calculation	_____	_____	_____	_____

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## The conversion journey canvas

### With which message(s) do you captivate your target customers?

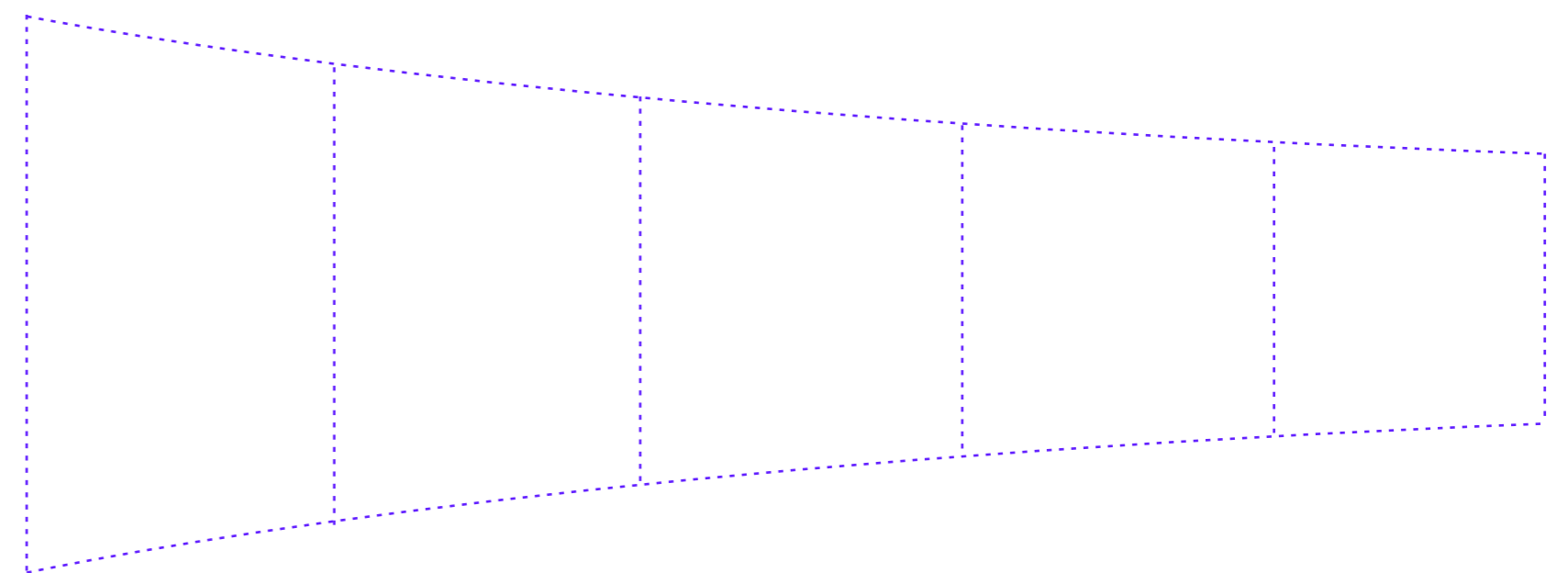
Using the conversion funnel, draw up a potential conversion funnel for your target segment.

Remember to not over-complicate it – develop an approach that works for the majority of cases (not all of them) and that requires no more than the number of steps you could reasonably ask yourself to manage and your customers to take.

Once you have mapped it, do two things:

- Talk to prospective customers if they'd actually proceed as you'd expect them to (potentially using prototypes)
- Write down the action points you need to take (prepare info materials, adapt website, do SEO etc.)

ATTENTION      INFORMATION      OBJECTION      COMMITMENT      ACTIVITY



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