Interreg

Co-funded by
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Central Baltic Programme

Silver Entrepreneurs

Swedish Team

Grethe Haugøy

Coordinator

&

Coach

Erik Tosterud

Lead Trainer

&

Coach

Sales

To get your target groups what they need

What have you sold in your life?

Who was the target group?

Services

Education

Arguments

Political view

Ideas

Thoughts

Products

Hobbies

Interests

Purpose

Passions

Everyday problems

Values

Wishes

Needs

Bigger problems

Joys

Hopes

Anxieties

Desires

Fears

Erik Tosterud

Occupation

Gender

Age

Location

Education level

Language

Ethnicity

Nationality

Nr of siblings

Living situation

Relationship status

Household size

What you observe
What you expect

Sell to me

Erik Tosterud

Hobbies

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Observable behaviours

Purchasing (what, how, etc.)

Browsing habits

Interactions online (comments, reviews, questions, etc.)

Activities in my local area / city

Activities online

Activities outside my city

Activities internationally

Deeper reasons

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Ask why, why why...

Define 1-3 potential target types for what you sell

(based on deeper reasons & behaviours)

Deeper reasons

Hobbies

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Activities internationally

If you need two examples:

Define 1-3 potential target types for what you sell

(based on deeper reasons & behaviours)

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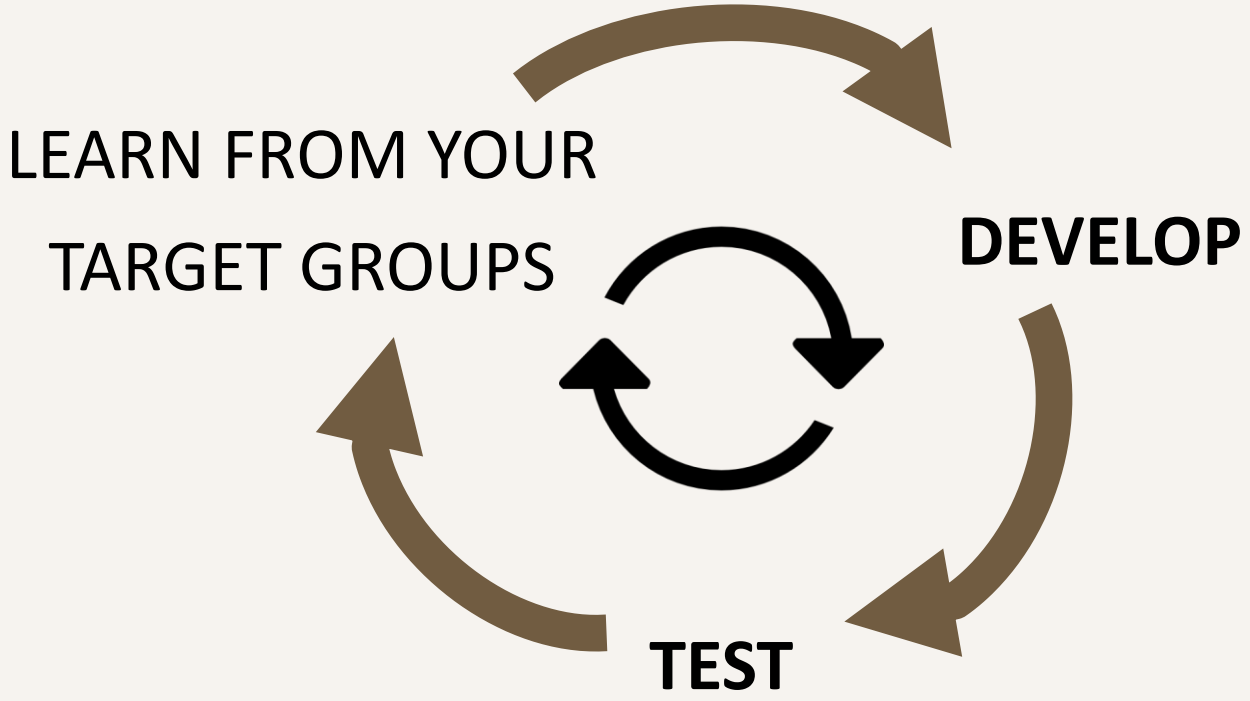
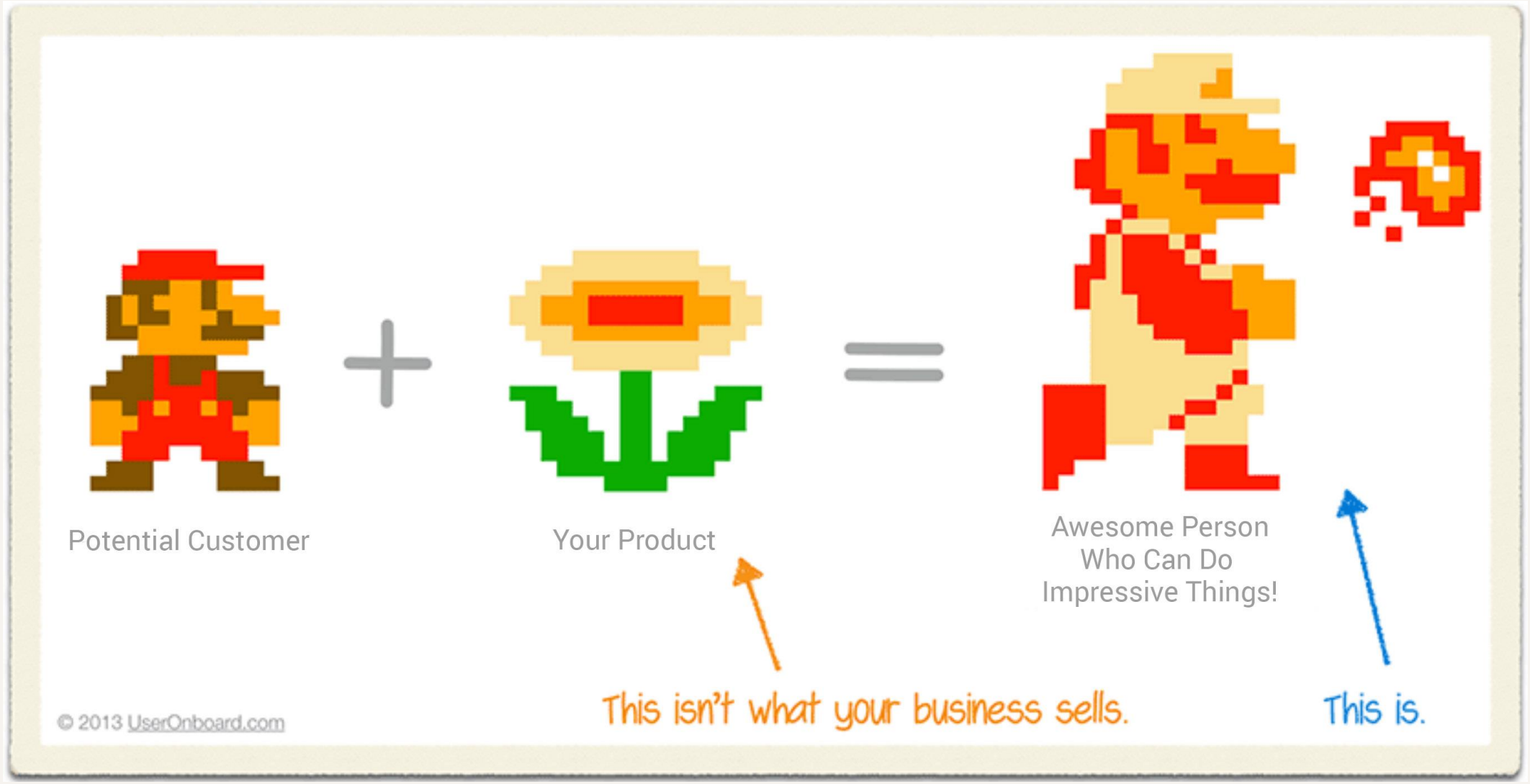
What you observe
What you expect


LEARN FROM YOUR
TARGET GROUPS
DEVELOP
TEST

IDENTIFYING YOUR FIRST CUSTOMERS

VALUE CREATION



Pitch!

Hook	**Catch their attention – by any means!**
Problem	**Describe the problem and its consequences**
Solution	**How you solve it**
Benefits	**Benefits with your solution**
Call-to-action	**Encourage them to take the action you wish them to!**

Pitch!

Formulate one pitch for one of your target groups

Hook	**Catch their attention – by any means!**
Problem	**Describe the problem and its consequences**
Solution	**How you solve it**
Benefits	**Benefits with your solution**
Call-to-action	**Encourage them to take the action you wish them to!**

GOOD LUCK!

LAI VEICAS!

ONNEA!