Business To Business

Identify Your Target Market by Better Never Stops

Who Do You Currently Serve?

List Current Customers	Sector/Industry	Location	Turnover	No. Employees
What Are The Common Traits/Groups?				

Business To Business

Your Perfect Customer Matrix

Sector/Customer Type	Want/ Need	Afford To Pay	Pay Premium	Your Credibility	Location	Market Size	Comfort/ Profit	Total

Use Ratings 1 (low) to 5 (high)
  1 = Very low/bad, 2 = low/bad, 3 = ok, 4 = high/good, 5 = very high/good

BETTER NEVER STOPS®