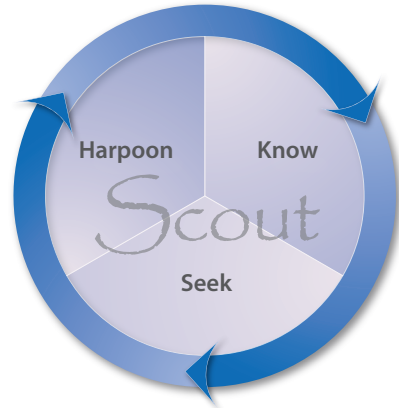


## Target Filter: Segment the Ocean



“I know that half of my marketing dollars are wasted, I just don’t know which half.”

John Wanamaker

### Sample Target Filter

Filter Category	A: Opportunities	C: Opportunities
Total Revenue	\$10M-\$100M	<\$10M
Success History	<ul style="list-style-type: none"> <li>· Profitable</li> <li>· Sustained</li> <li>· Functioning Culture</li> </ul>	<ul style="list-style-type: none"> <li>· Turnarounds</li> <li>· Start Up</li> <li>· Failing Firms</li> </ul>
Leadership	<ul style="list-style-type: none"> <li>· Chief</li> <li>· Council</li> <li>· Shaman</li> </ul>	<ul style="list-style-type: none"> <li>· Chief</li> </ul>
Market Offering	<ul style="list-style-type: none"> <li>· Complex Sales</li> <li>· B to B</li> </ul>	<ul style="list-style-type: none"> <li>· Transaction</li> <li>· Procurement based purchases</li> </ul>
Limiters and Change Events	<ul style="list-style-type: none"> <li>· Ceiling of complexity</li> <li>· Appetite for change</li> </ul>	<ul style="list-style-type: none"> <li>· Incremental change expectation</li> </ul>
Organizational Alignment	<ul style="list-style-type: none"> <li>· Strategic Planning Process</li> <li>· Broad Communication</li> <li>· Shared History</li> </ul>	<ul style="list-style-type: none"> <li>· No Strategic Planning Process</li> <li>· Tiered Communication</li> </ul>
Source	<ul style="list-style-type: none"> <li>· Referral</li> <li>· TEC/YPO</li> </ul>	<ul style="list-style-type: none"> <li>· Cold Call</li> </ul>
Ownership	<ul style="list-style-type: none"> <li>· Private, closely held</li> </ul>	<ul style="list-style-type: none"> <li>· Public</li> </ul>
Sales Structure	<ul style="list-style-type: none"> <li>· Direct and defined</li> </ul>	<ul style="list-style-type: none"> <li>· Retail</li> </ul>

## Target Filter: Guidelines

### Your Target Filter

Filter Category	A: Opportunities	C: Opportunities

The purpose of the target filter is to focus your sales people on the highest potential opportunities to hunt. Hunting is expensive and should happen with the greatest confidence of success. Therefore, you should make certain you hunt whales you are uniquely capable to capture and harvest. Keep in mind:

1. **Less is More**- You want a filter that screens out most of the market- leaving the best opportunities clearly identified.
2. **Not Equal**- Some characteristics deserve more weight than others- assign them higher value when looking at possible whales.
3. **No Perfect Whale**- Few whales have all “A” characteristics - look for those whales who are mostly “A”s in the most important characteristics.