



The Myths and Truths of Customer Validation

Tool: Target Customer Identification Worksheet

The best beta customer will come from your initial target market. The more specifically you can define the market demographics of that population, the more efficient and productive your efforts will be. In every sale there will be influencers, informers, evaluators, and, ultimately, the decision-maker.

Market validation is the foundation of every successful startup. However, as early-stage investors understand only too well, market validation is just the first step in a startup's journey to revenue. The best market validation models are just models, until potential customers begin writing checks.

Ask these questions. Your answers will shape your sales funnel and your success.

Target Customer Identification

Customer Name:

Company:

Title:

Contact Information:

- Functional Responsibilities

- Buying Role (*decision-maker, influencer, purchaser*)



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- Impact of Problem (*operational, budget, sales*)
- Current Solution or Workaround
- Competition
- Hot Buttons



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- Top 3 Benefits of Your Solution to this Individual/Dept
 - 1.
 - 2.
 - 3.
- Buying Cycle (*dependencies, timing, budget*)
- Budget Considerations (*in the budget, cost savings or avoidance, increases in revenue*)
- Influences and/or Influenced by



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- Additional Information