

Market Assessment



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The objective of the Market Assessment phase is to map the competitive environment and the demand pattern for your solution. The mapping is performed based on a series of interviews with the potential clients meeting the Ideal Client Profile ¹.

The Market Assessment will provide the basis for designing the most appropriate Go-To-Market model including the most productive qualification, contact, sales and closing process.

¹For the definition of the Ideal Customer Profile please see TBK-PFFS-003

The Market Assessment will answer the following questions:

The outcome of the Market Assessment will enable you to manoeuvre more effectively when you start your activities including qualifying and setting up meetings with prospective clients. Meetings and appointments may already be scheduled during the market assessment phase as an outcome of ongoing discussions; however, this is not the primary objective.



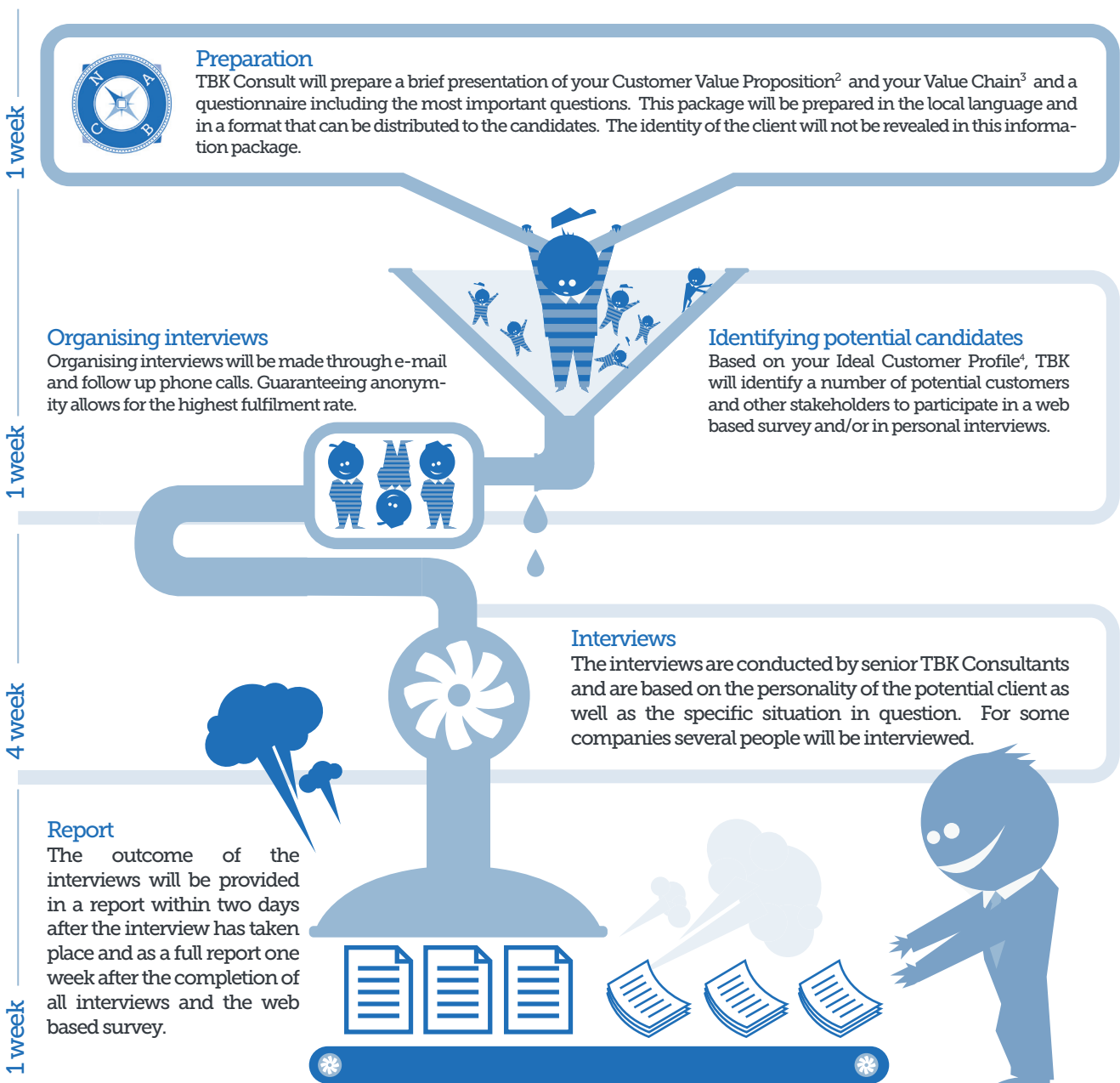
1. Are there competitive solutions serving the same needs as yours?
2. Which Value Added Resellers and Systems integrators are active in your solution environment?
3. What are the value propositions of the competitive solutions?
4. How satisfied are the customers with their current suppliers and their solutions?
5. Do the clients plan to replace or complement their current solutions?
6. Are there pain areas that are unresolved by the existing solutions?
7. If no competitive solution exists, then how latent is the pain scenario, which is required to generate enough interest for your solution?
8. How easy/difficult is it to get access to the highest possible decision making level with your current value proposition?



Process

The Market Assessment activity provides information on a specific market situation in a new geography based on a number of in depth interviews with key potential clients and/or a web based survey. The information provided from the interviews includes per customer:

- Name and contact information of key decision makers
- Information on competitive solutions used or considered
- Description of the current situation, plan for changes and budgets available
- Information on potential system integrators, value added resellers etc. operating with the companies interviewed
- Pain scenario for the solution in question
- Potential sales opportunities with the companies interviewed



²For a specification of the customer value proposition please see TBK-PFFS-002

³For a specification of the value chain please see TBK-PFFS-005

⁴For a specification of the Ideal Customer Profile please see TBK-PFFS-003