



# 12 Questions You Should Know The Answers To About Your Target Market

“To be successful in selling anything, start with the **who** and not the **what**.” – *Robin Robins*



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# 12 Powerful Questions You Should Know The Answers To About Your Clients And Target Market

*Note: This is a shortened list of a more extensive and complete list offered in the Toolkit ([www.toolkitlive.com](http://www.toolkitlive.com)).*

1. Who is your most likely **BUYER**?
2. What is the current market size available for you to sell to? Is it growing or shrinking?  
Why?
3. What's the demographic and **PSYCHOGRAPHIC** profile of your **ideal client**?
4. What are the beliefs and biases about you and companies like yours?
5. When prospects initially start looking to buy what you sell, what are the top 3-5 "events" (problems, situations, changes, etc.) that trigger them to start looking?
6. What are the top 3-5 most important factors or criteria they look for when buying what you are selling? Why are those factors important to them?
7. What's the single biggest benefit you deliver to them as perceived by your client? What are they **REALLY** buying?
8. What trends are going on in their industry?
9. What are the top 3-5 events they attend? What are the top 3-5 web sites they visit or read, or publications they subscribe to? What associations do they belong to?
10. What are the top 10 most critical applications they use, and what is the single biggest problem/frustration they have with those applications?
11. What KPIs do they **MOST** pay attention to?
12. What's the fastest and easiest inroad (product or service) for you to gain access?