

## Action Guide

### 350: Market segmentation and product pricing

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## Application Questions

1. Are you obsessed with your customers' problems? How could you become more focused on *problem* management?
2. How much is your current product strategy based on market segmentation? Does it need improvement?
3. What are some examples of different segments of your customers? How does your organization create value for each of them?



## Actions to Take

### What to Do Now

- Talk about market segmentation with the top leadership in your company.
- Start building every product with customer segmentation in mind.

### What to Do Soon

- Use the a priori and post hoc methods to identify your customer segments.
- Use packaging to position your product to resonate with your customers and help them quickly understand that your product is valuable to them.