

AREA OF FOCUS	KEY MESSAGE	HOW TO REACH	WHO TO CONVINC	HOW TO NURTURE	WHAT'S NEXT
<p>TARGET MARKET AND SEGMENT</p>	<p>VALUE PROPOSITION</p>	<p>WHAT CONVINCES THE BUYER?</p>	<p>WHO MAKES THE PURCHASE DECISION?</p>	<p>HOW TO SELL MORE?</p>	
			<p>HOW IS THE DECISION MADE?</p>		
	<p>DIFFERENTIATION</p>	<p>WHERE CAN THE BUYER BE REACHED?</p>	<p>WHAT ARE THE BOTTLENECKS OF PURCHASING?</p>	<p>CUSTOMER ADVOCACY</p>	
	<p>UNIQUE SELLING POINTS</p>				