

**Business to Business**  
Identifying Your Target Market

**Business Category #1**

Industry Type: \_\_\_\_\_

Geographic Area: \_\_\_\_\_

Size of organization (# of employees) \_\_\_\_\_

How many businesses are in this market? \_\_\_\_\_

How often would they purchase from you? \_\_\_\_\_

What are the prod/serv benefits you'll emphasize? \_\_\_\_\_

---

---

---

**Business Category #2**

Industry Type: \_\_\_\_\_

Geographic Area: \_\_\_\_\_

Size of organization (# of employees) \_\_\_\_\_

How many businesses are in this market? \_\_\_\_\_

How often would they purchase from you? \_\_\_\_\_

What are the prod/serv benefits you'll emphasize? \_\_\_\_\_

---

---

---

**Business Category #3**

Industry Type: \_\_\_\_\_

Geographic Area: \_\_\_\_\_

Size of organization (# of employees) \_\_\_\_\_

How many businesses are in this market? \_\_\_\_\_

How often would they purchase from you? \_\_\_\_\_

What are the prod/serv benefits you'll emphasize? \_\_\_\_\_

---

---

---

**Business Category #4**

Industry Type: \_\_\_\_\_

Geographic Area: \_\_\_\_\_

Size of organization (# of employees) \_\_\_\_\_

How many businesses are in this market? \_\_\_\_\_

How often would they purchase from you? \_\_\_\_\_

What are the prod/serv benefits you'll emphasize? \_\_\_\_\_

---

---

---