



business customer demographics

CUSTOMER ATTRIBUTES: BUSINESSES				
Location:	Local		Who makes the decision:	
	Regional		Who influences the decision:	
	National		Who uses the product:	
	International		Benefits Sought:	Quality
Industry Sector:	Retail			Service
	Wholesale			Speed
	Manufacturing			Economy
	Service			Relationship
	Construction			Flexibility (credit terms etc.)
	Transportation		Usage Rate:	Light user
Number of Employees:	1-20			Moderate user
	20-50			Heavy user
	50-100	Loyalty Status:	None	
	100-250		Moderate	
	250-500		Strong	
	1,000 or more		Absolute	
Sales Level:	up to \$100,000	Decision time frame:	Days	
	\$100,000 - \$500,000		Weeks	
	\$500,000 - \$1,000,000		Months	
	\$1,000,000 - \$5,000,000		Years	
	\$5,000,000 - \$20,000,000		Attitude:	Enthusiastic
	\$20,000,000 - \$50,000,000 etc.			Positive
Purchase Occasion:	regular	Indifferent		
	special occasion	Negative		