

The end of the watering can!



We sort the good ones into the pot, the bad ones into the crop.

Initial situation

**Step 1:**  
Segmentation

**Result:**  
e.g. 5  
customer groups,  
segments or  
personas



Special measures are defined for each customer group on the basis of purchasing behaviour or customer value.

## LESS IS MORE!

Take more time for your important customers

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## This is possible



- Better control of
  - o the sales force
  - o the sales- and marketing budgets
- Better decisions and self-organisation in the company
- Hello, good customer! Bye, bad customer!
- more focus and time for the desired customers

## It is intended for

- Managing director, board members
- 2nd management level



## What we offer



- use of simple, effective and comprehensible methods for segmentation
- Performance of the analyses and presentation of the results
- Suggestions for a kit of measures for sales, marketing and service
- Education and training for personal development

## What we need from you

- Provision of data for analysis
- Description of the data structures
- Contact person for analysis and project coordination



## Effect



- 20-30% fewer customers
- 25-30% more time for the important customers

