



NatWest

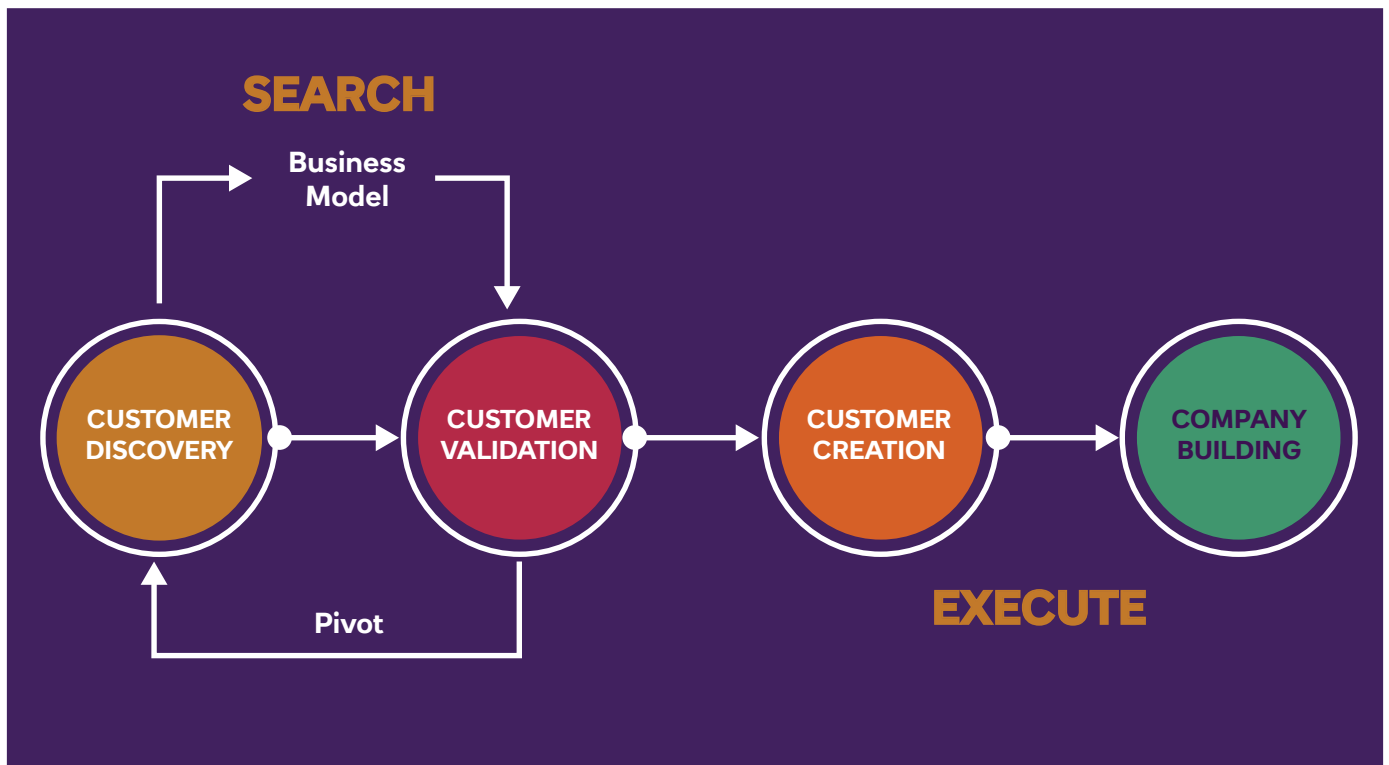
NatWest Business Builder Customer Discovery



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Customer/Client Development Model





Notes



IN A START UP

**no facts exist
inside the building,**

**only
opinions**



Steve Blank



Notes



Customer Discovery

Spend time reflecting on what you have learnt so far, taking time to think about the customer segments that you identified in the previous module and how you can reach these customers to gain further insight.

What	Who	How
What do I need to understand about my customer?	Who do I need to speak to?	How am I going to collect this information?

Pitfall no.1

Assuming that **everyone** is a customer

Pitfall no.2

Thinking that **all** your customer think and act the same

Pitfall no.3

Assuming that your customers behaviours and opinions **won't change**

Pitfall no.4

Assuming that everyone **loves** your product as much as you do

Pitfall no.5

Believing that just because you can, **you should**



Notes



Effective Questioning

Now over to you, think about the previous exercise and what you need to find out from your customers. Write a set of questions using everything you have learnt about effective questioning to gain the insight you need.

1.

2.

3.

4.

5.

6.

7.

8.



Notes



Actions

Take some time to review what you have learned within this module and write down three key actions that you are going to do to take your business forward. Remember to make them specific, put a deadline on them – and share them with your fellow entrepreneurs so they can hold you accountable.

1. Action One

Complete by:

2. Action Two

Complete by:

3. Action Three

Complete by:

Well done, you have completed the Customer Discovery module!

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THANK
YOU



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