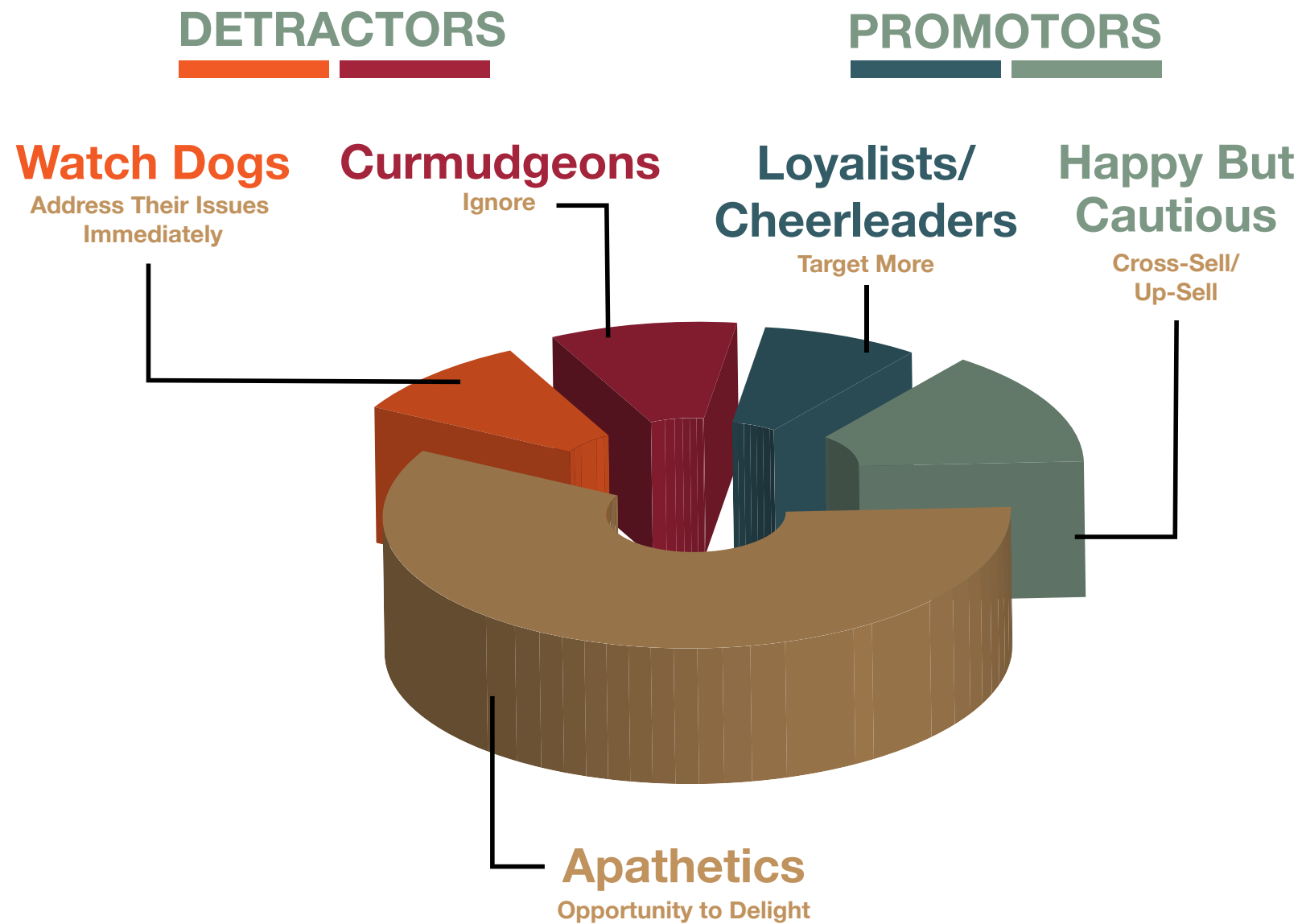


CUSTOMER PROFILES



BIGGEST GROWTH OPPORTUNITY

Loyalists/Cheerleaders:

These are your ride or die customers. The leading edge of advocates that love what you do, buy from you, and will evangelize about you to whomever will listen.

Happy But Cautious:

They are a group who is super happy with what you do, but not as vocal about it. You'd have to really mess up to make any of them turn their back on you. This is the group that buys all the time...but needs a quote first.

Curmudgeons:

This is a small albeit ever-present piece of your customer-base that cannot be pleased, no matter what you do. Unlike Watchdogs who will give you constructive criticism, Curmudgeons simply live to be angry. Ironically, despite comprising such an insignificant part of the customer base, many companies place a majority of their focus on this group. Why? Because they make the most noise.

Watchdogs:

This is a key section of customers who buy from you, but aren't really happy about it. They're not easily fooled by pretty words and pictures. What makes them so important is their ability to be a mirror into your business, giving you valuable insight into what you're doing wrong and how you can improve.

Apathetics:

They buy from you, they're not sure why, but they're content about it. Although if something else came along and struck their fancy, they'd more than likely give it a go. Their positively neutral position presents a ton of opportunity to really "wow" them, and thus earn as Loyalists converts.