

## Customer Game Notes

- Look at the customers that shop in your store
- When you go home cut out photos of people like them
- Over time, collect 60 to 80 photos (approximately)
- Get your staff or family to help
- When you have enough put them on a wall and sort them into groups, where each group has something in common
- Ideally you will have between 3 and 6 groups
- Keep one additional group for the pictures that don't belong in any other group. Eventually we will throw these away. (They are the 15% that pop in by chance).
- Give a name to the person that typifies each group. Make it a name that your staff will relate to.
- Then write the profile of each group and use it to help your decision making on product selection and range, customer service, store ambience and the like.
- Keep a paper and pen by the tills. After serving each customer put a tick under their profile to build up an idea of the share of your business they account for.
- Or, write the value of the transaction down and build a money analysis.
- Then check that your marketing and range is appropriate based on the % of customers in each group.