

+  
The Q Framework:  
**Who** are you selling to?



Target Industry &  
Companies





+ WHY IS THIS IMPORTANT?

+ If you're **not focused** on who you're selling to...



- + ...you can **never** be perceived as a market **expert**.



+ ... you can't speak with **authority** to any one customer.



+ ...you're a **hammer** looking for a nail.



+ When you **focus** on an industry and segment...





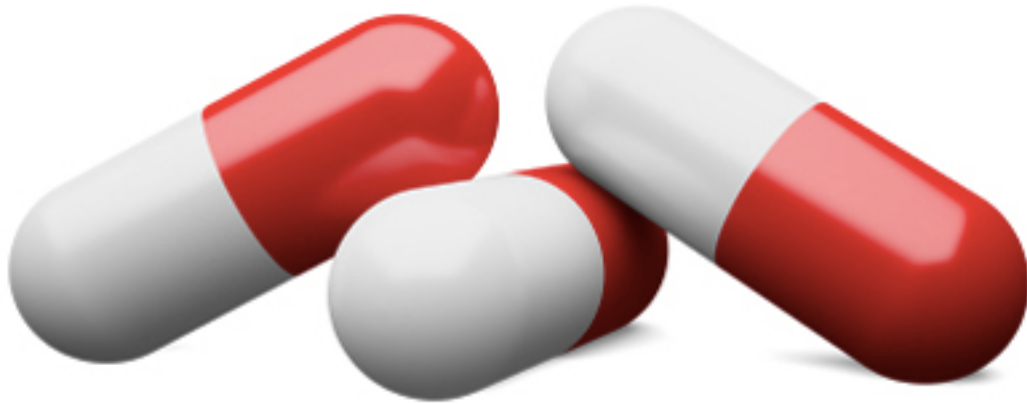
+ ...you'll **know more** about your customer's problem than them.



+ ...you'll **diagnose** your customers' problems more effectively.



+ ... and then be able **prescribe**  
your solution.



+ This will **help** you...



+ ...become a **trusted** partner.



+ ... work by **referral**.



+ ...generate **inbound** leads.



+ ... earn speaking opportunities.  
Authority. Voice. **Expertise.**

