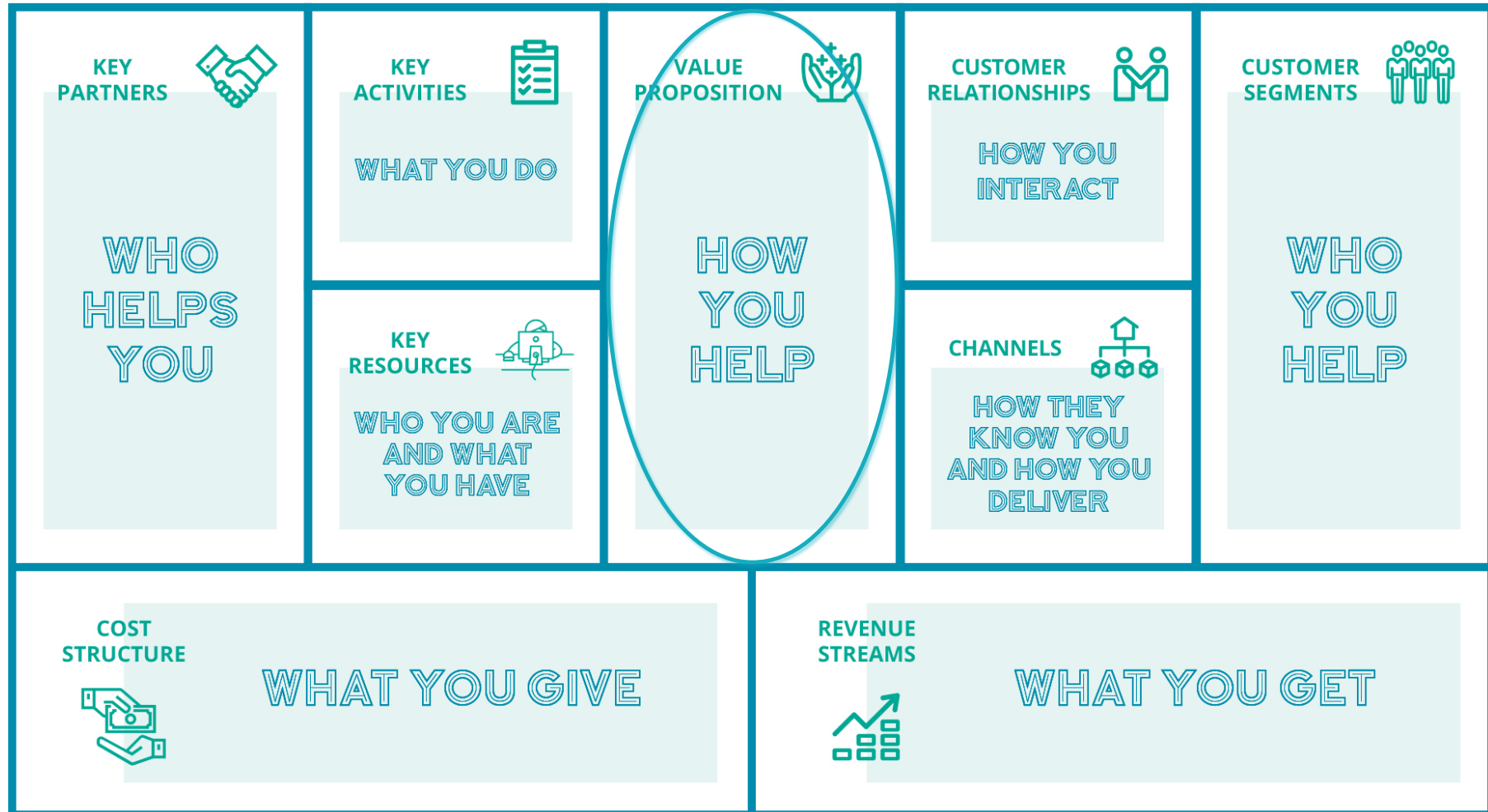


Business 101
Basics
Module 2

SOLOGIX

A PARTNER TO DRIVE YOUR BUSINESS

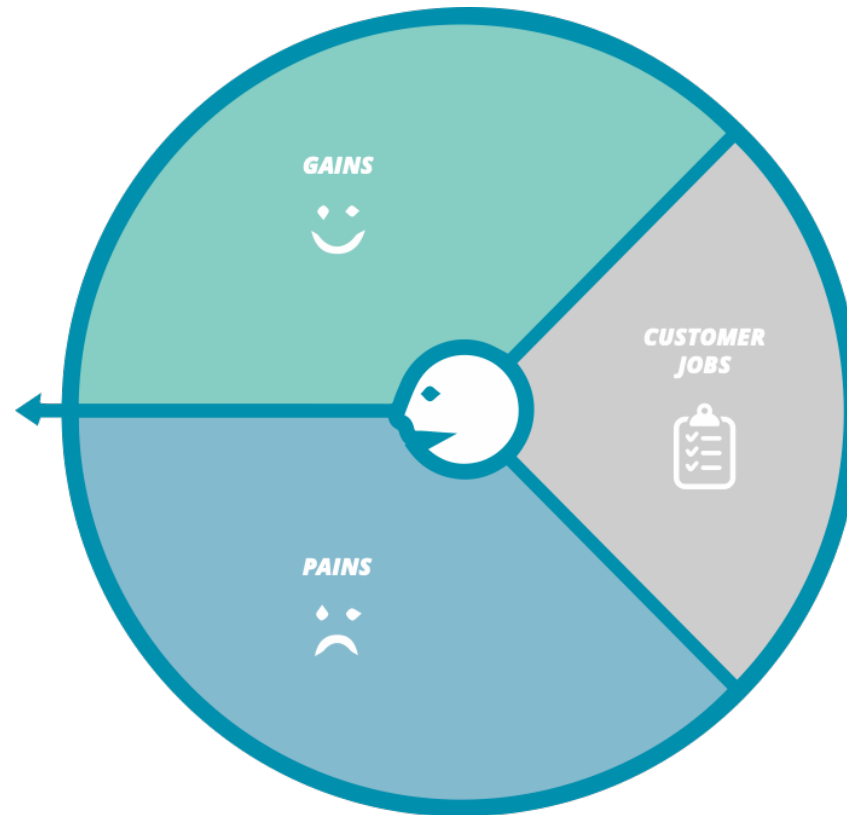


Business Idea

- Durable
- Attractive
- Timely
- Create value



Customer Profile

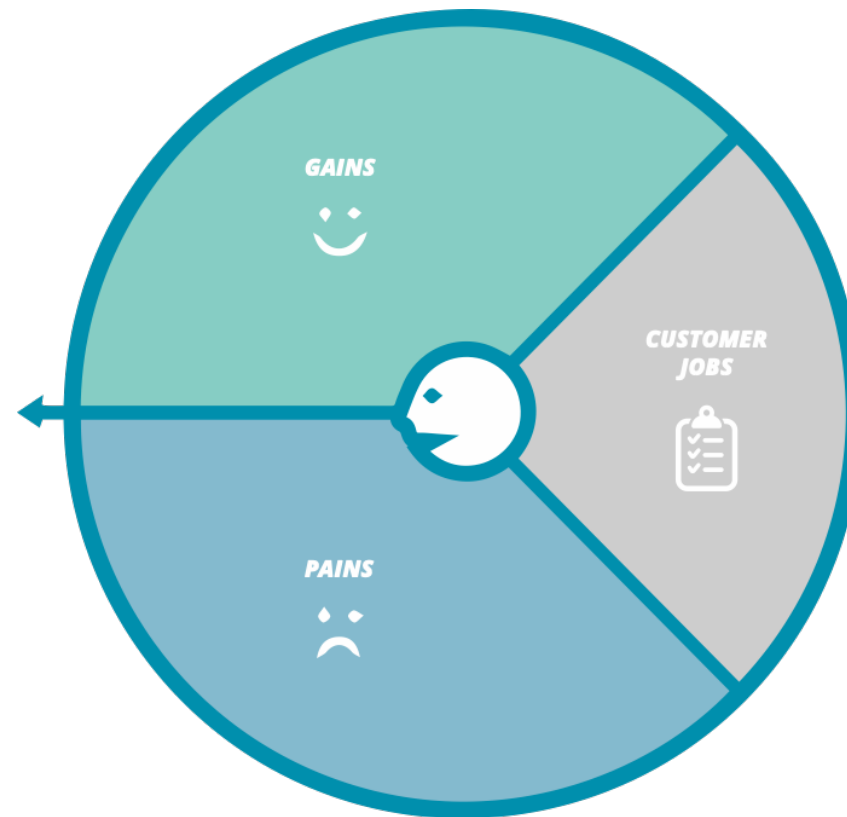


Customer Profile

Jobs

- Tasks to perform
- Problems to solve
- Needs to fulfill

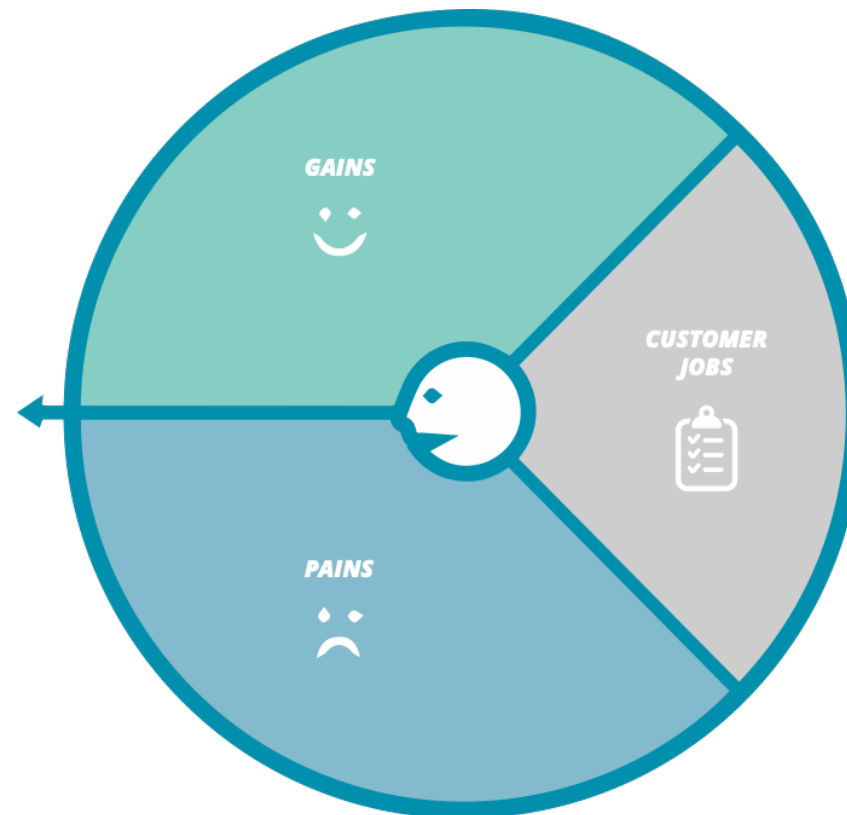
- Functional
- Social
- Emotional



Customer Profile

Pains

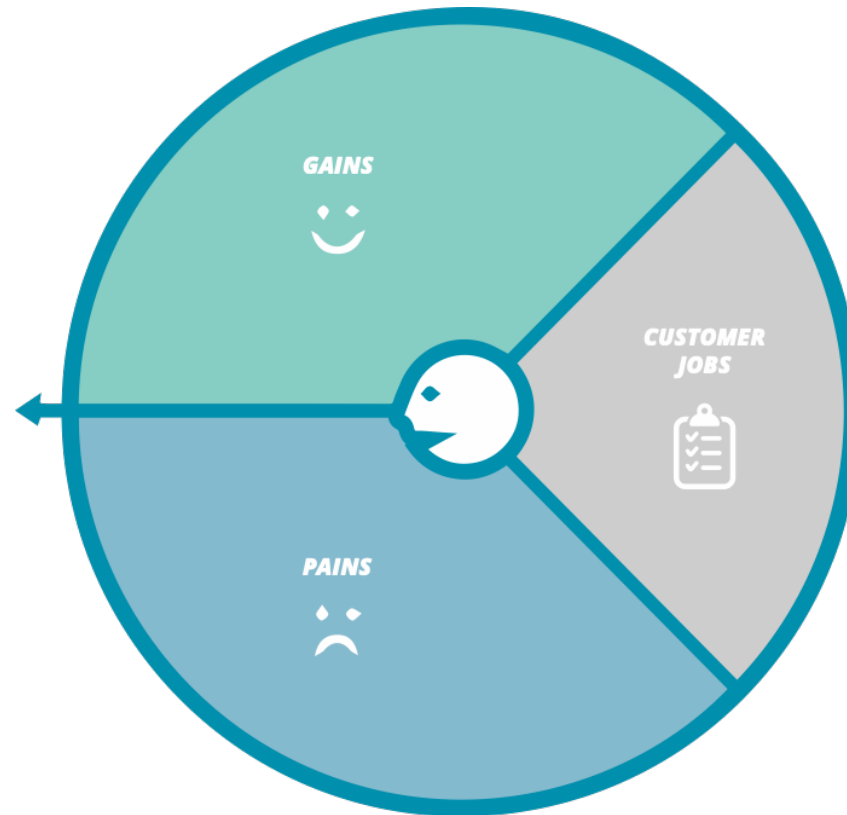
- Undesired outcomes, problems or dislikes
- Obstacles preventing good job
- Risks of potential poor outcome



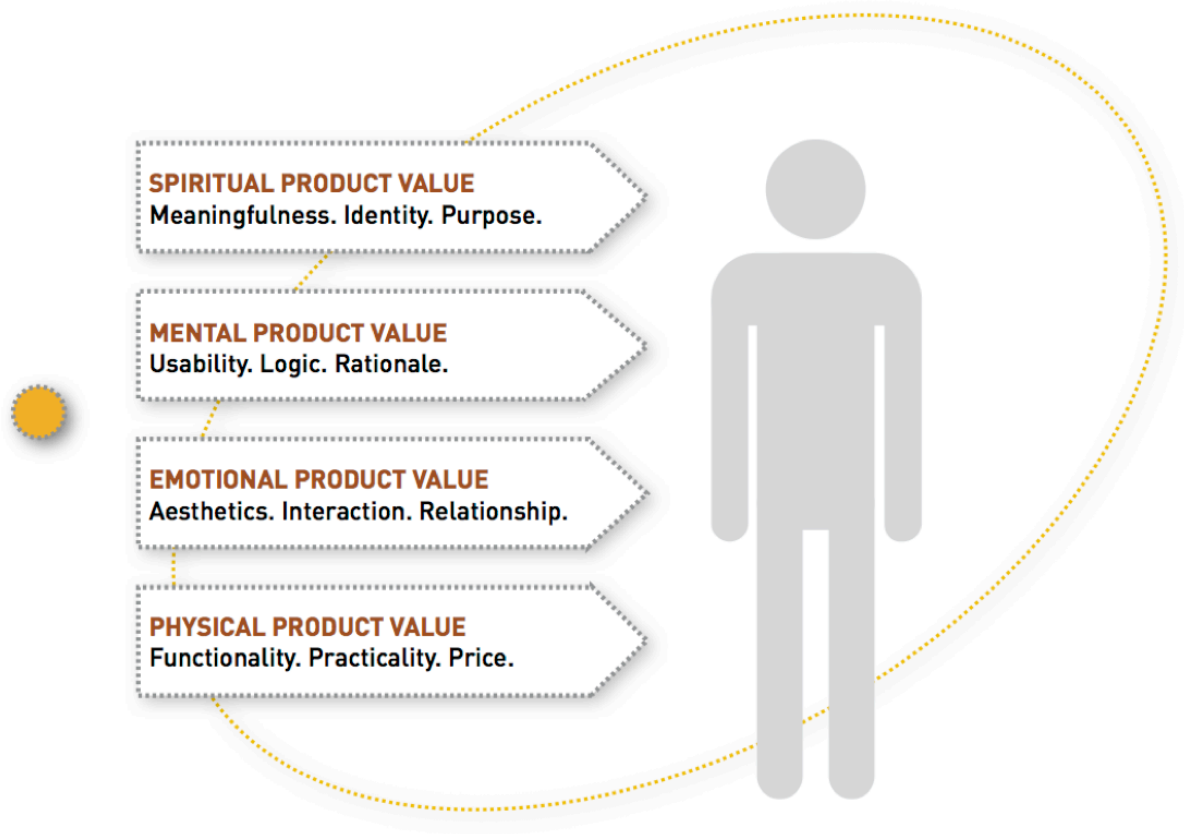
Customer Profile

Gains

- Required
- Expected
- Desired
- Unexpected



Levels of Value



Ways to Create Value



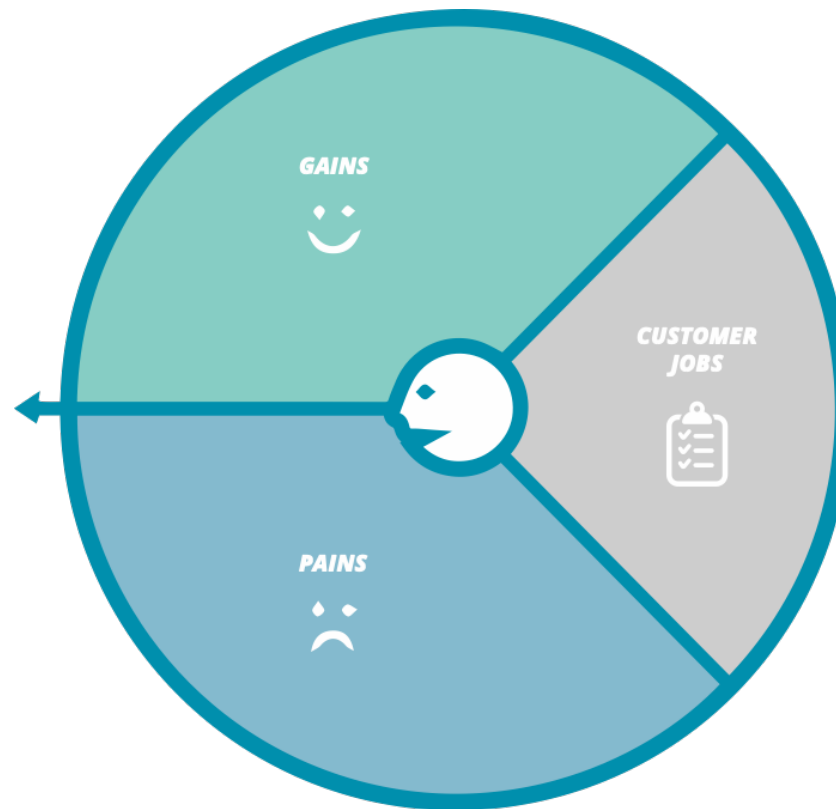
Ways to Create Value



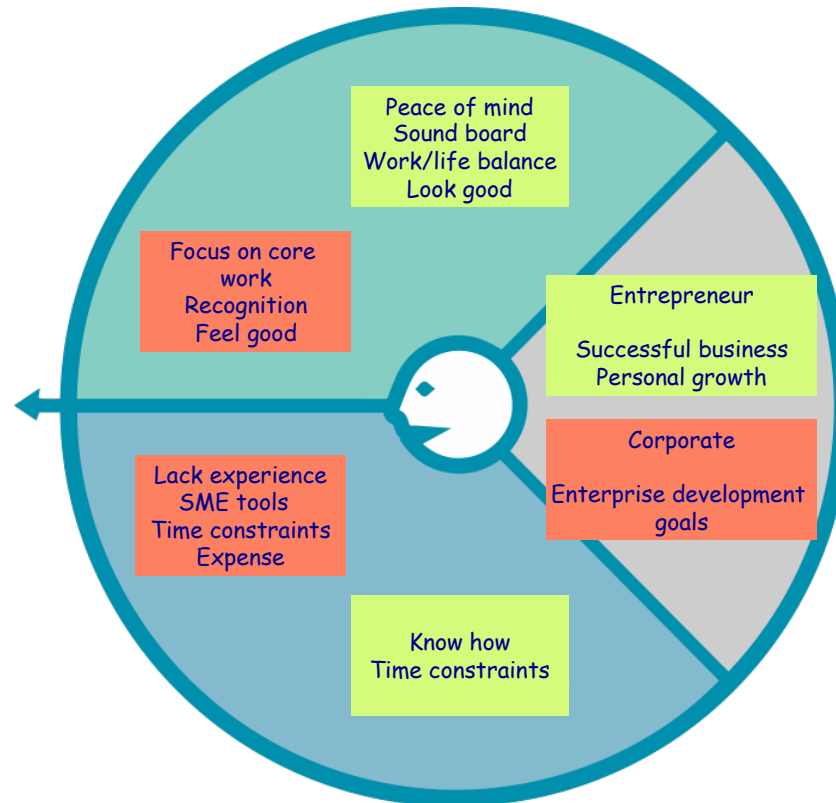
Ways to Create Value



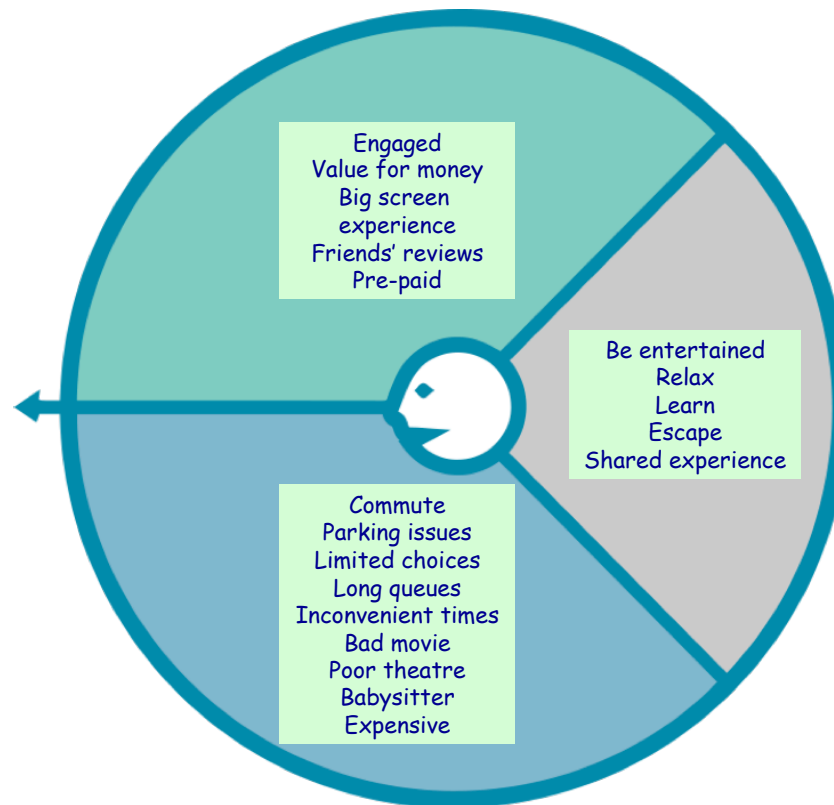
Customer Profile



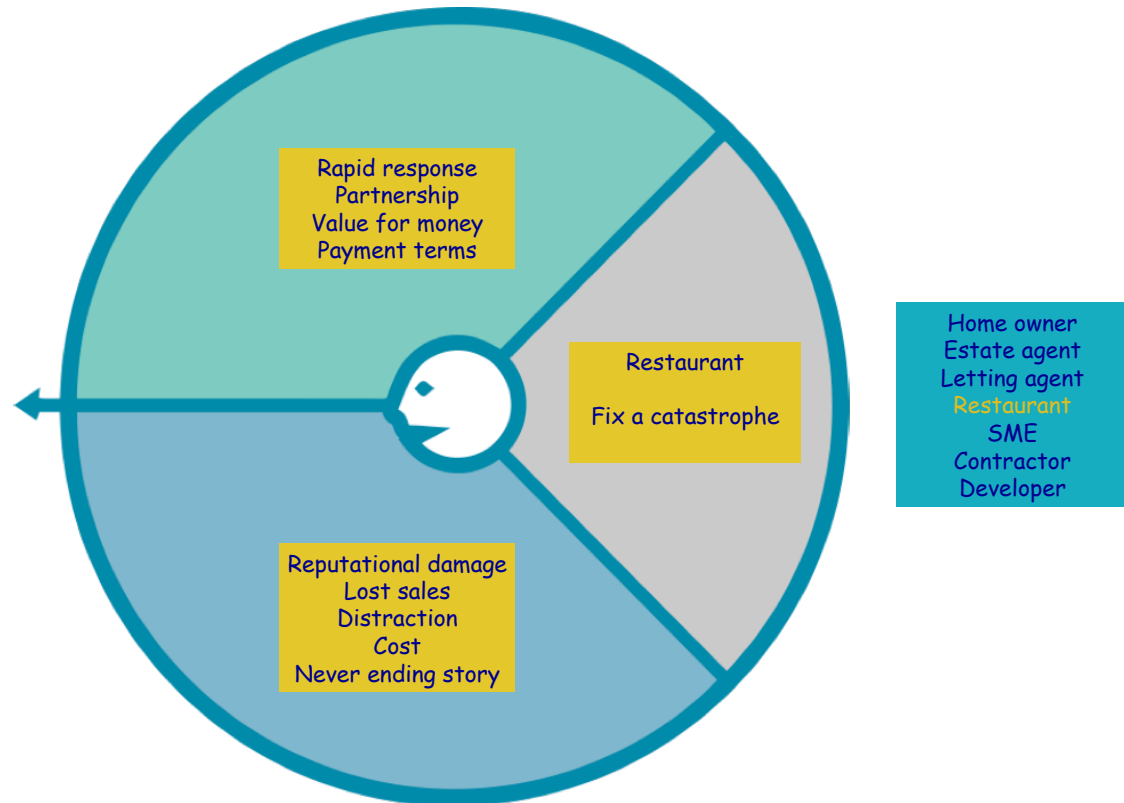
Customer Profile Sologix Business Coaching



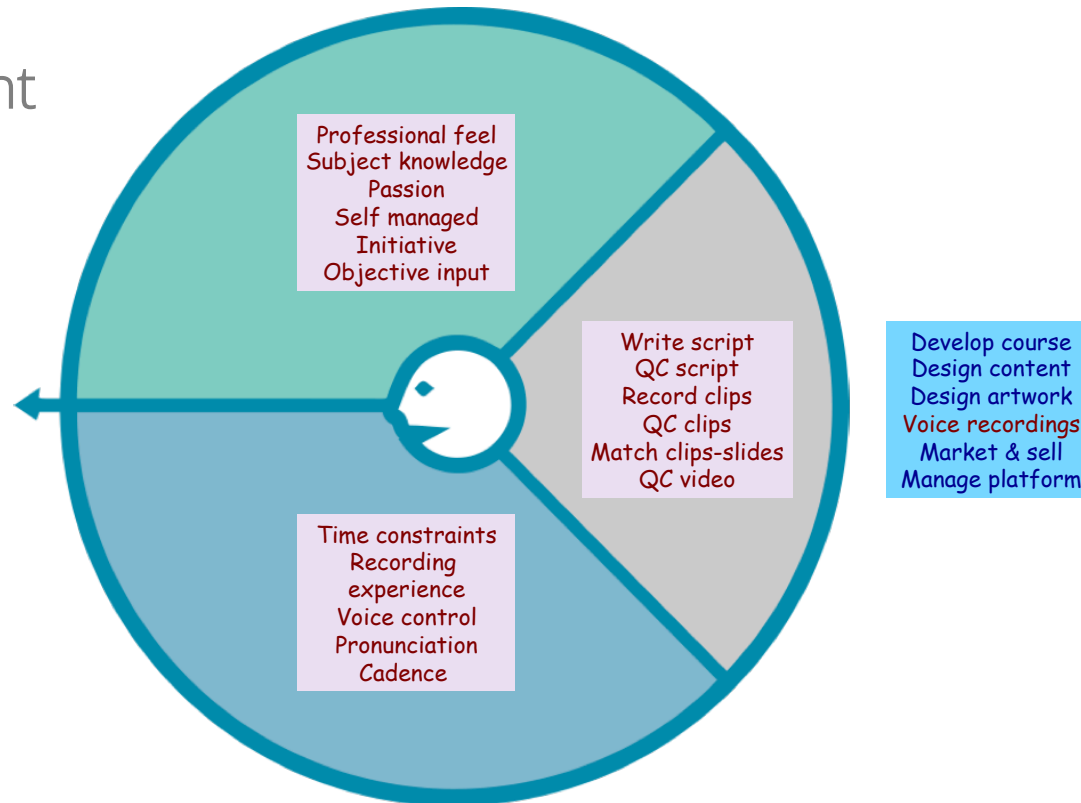
Customer Profile Let's go to the movies



Customer Profile Plumbers / Electricians

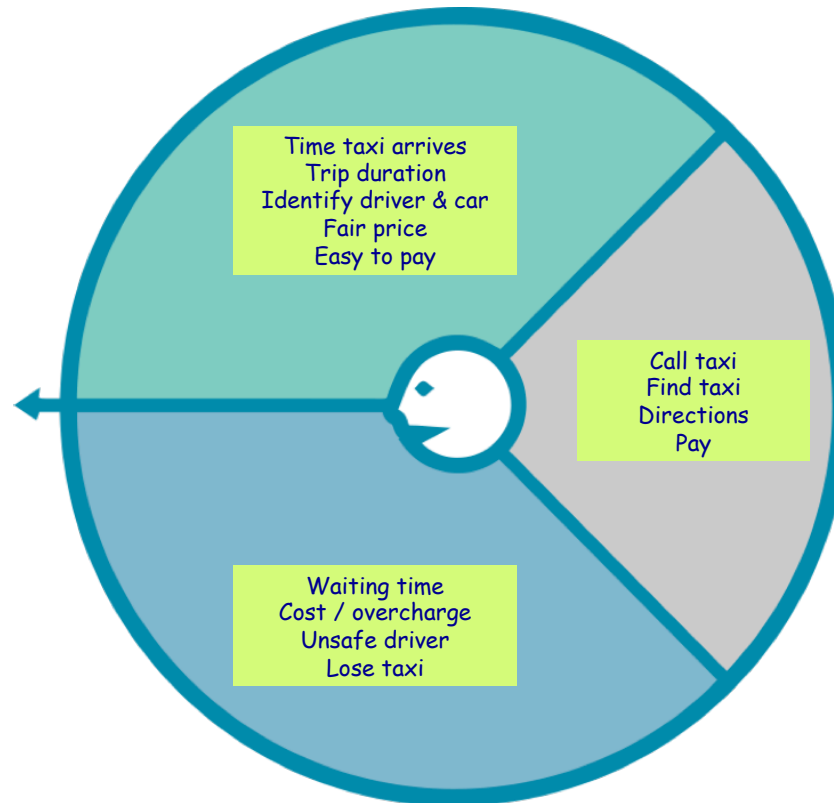


Customer Profile Sologix Online Development



Customer Profile

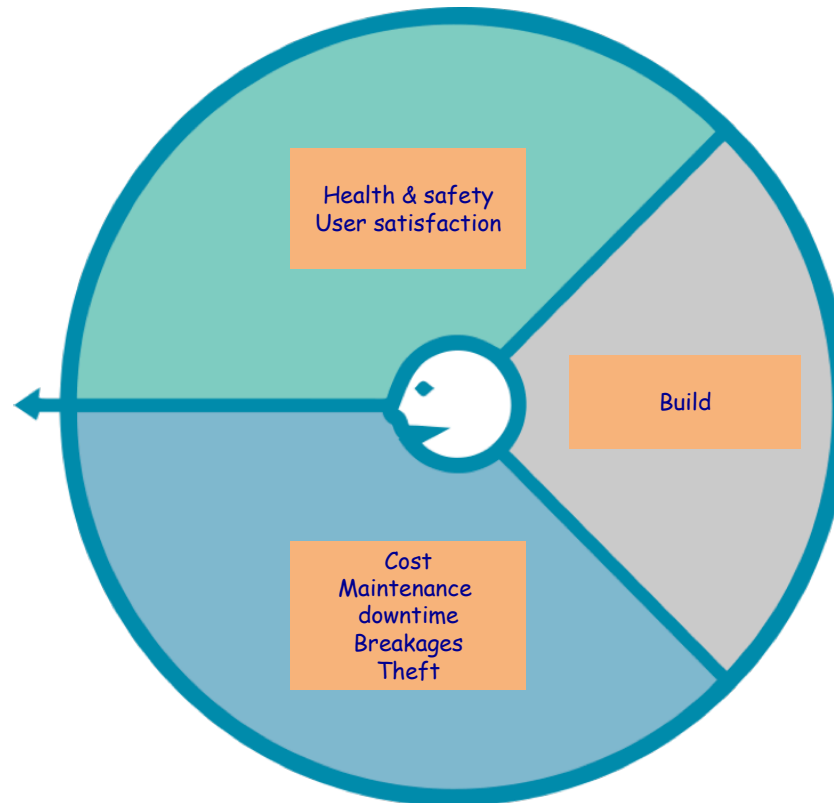
UBER



Customer Profile



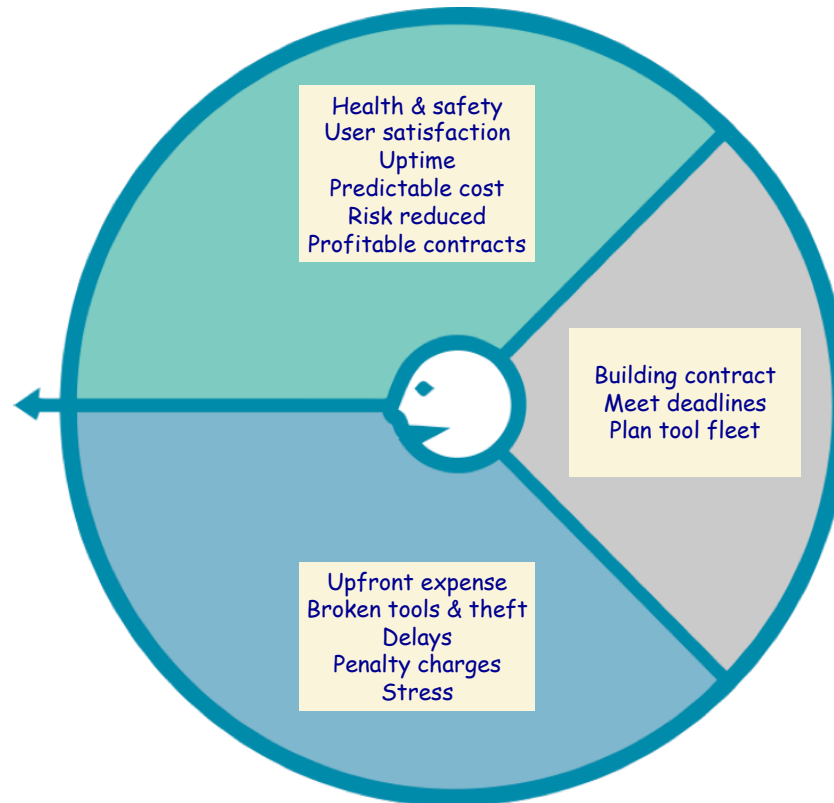
Sales



Customer Profile



Online

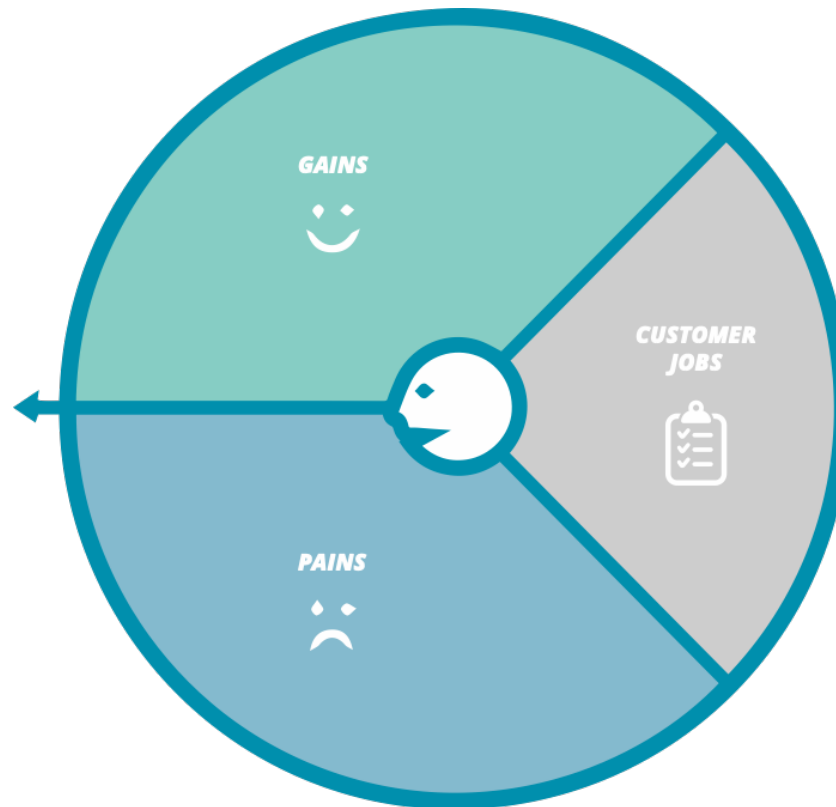


Ways to Create Value



Your Customer:

- Jobs _____
- Gains _____
- Pains _____



Lessons Learned

- Customer profile
 - Jobs
 - Pain
 - Gains
- Multiple customers



THANK YOU

To learn more about the tools used, visit

www.strategyzer.com

www.growthwheel.com