

CLIENTS, CUSTOMERS AND FOCUS GROUPS - 'BOXED LEARNING' EXERCISE

WORLD ASSOCIATION OF TECHNOLOGY TEACHERS

<https://www.facebook.com/groups/254963448192823/>

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WHAT IS THE DIFFERENCE BETWEEN A CUSTOMER AND A CLIENT?

<http://www.technologystudent.com/prddes1/custom1.html>

2

WHAT IS A CUSTOMER PROFILE?

<http://www.technologystudent.com/despro2/cusprof1.html>

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A FOCUS GROUP IS OFTEN COMPOSED OF POTENTIAL CUSTOMERS. WHAT IS THE ROLE OF A FOCUS GROUP?

<http://www.technologystudent.com/despro2/focgrp1.html>

5

WHEN INTRODUCING A NEW PRODUCT, WHY ARE PRESENTATIONS TO CLIENTS / POTENTIAL CUSTOMERS IMPORTANT?

<http://www.technologystudent.com/prddes1/present1.html>

CUSTOMER PRESENTATIONS CLIENT CUSTOMER PROFILE
FOCUS GROUP



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LIST SOME OF THE QUESTIONS - ASKED WHEN BUILDING A PROFILE OF A TYPICAL, POTENTIAL CUSTOMER

<http://www.technologystudent.com/despro2/cusproff.html>

ESSENTIAL LINKS:

<http://www.technologystudent.com/prddes1/custom1.html>
<http://www.technologystudent.com/despro2/cusprof1.html>
<http://www.technologystudent.com/despro2/cusproff.html>

<http://www.technologystudent.com/despro2/focgrp1.html>
<http://www.technologystudent.com/prddes1/present1.html>