

Software as a Service Market Segmentation Diagnostic

Your Pre-Flight Check List

The following Software as a Service (SaaS) Market Segmentation Checklist is a diagnostic evaluation designed to evaluate your Go-To-Market Strategy and overall approach. It is designed to provide you with real information about your current SaaS Strategy and whether it is effective. At minimum, it will help stimulate your thinking and create a list of actions to shore up your strategy and approach.

If you would like a consultative evaluation and recommendation, call 770-662-5700.

Please include your name _____ phone number _____.

Select (circle if hardcopy) the most appropriate answer to the statements on the pages that follow.

1= Strongly Disagree / 2= Do Agree / 3= Somewhat Agree / 4= Agree / 5= Strongly Agree

SaaS Market Segmentation

1. The market for your company's Software as a Service (SaaS) is well defined.

1	2	3	4	5
---	---	---	---	---

2. We have identified the revenue size and profit potential of this market.

1	2	3	4	5
---	---	---	---	---

3. We are a recognized provider of software products in these defined markets.

1	2	3	4	5
---	---	---	---	---

4. Our SaaS strategy is tailored (use the jargon, processes, experience, credentials) to the markets we have identified.

1	2	3	4	5
---	---	---	---	---

5. We know the criteria that the clients in these market segments use to make their buying decisions.

1	2	3	4	5
---	---	---	---	---

6. We have identified the three or four big issues this solution solves for the prospects within each market segment (business or industry).

1	2	3	4	5
---	---	---	---	---

7. We are helping set the buying criteria for SaaS within our defined market.

1	2	3	4	5
---	---	---	---	---

8. We identified the competitors who sell the same or similar software product in our market.

1	2	3	4	5
---	---	---	---	---

9. We identified the competitors' strengths and weaknesses and emphasize our strengths in areas where they are weak.

1	2	3	4	5
---	---	---	---	---

10. We have clearly distinguishable advantages and benefits and these are quantifiable.

1	2	3	4	5
---	---	---	---	---

11. We have a loyal base of current customers to reference.

1	2	3	4	5
---	---	---	---	---

12. We have segmented the market based on number of seats or users.

1	2	3	4	5
---	---	---	---	---

13. We have defined the key market trade shows, industry publications, journalists, industry analysts and industry influencers and have relationships with them.

1	2	3	4	5
---	---	---	---	---

14. We have a marketing approach that does not encroach on the current sales force.

1	2	3	4	5
---	---	---	---	---

15. Sales management and leadership is behind SaaS 100 percent.

1	2	3	4	5
---	---	---	---	---

16. We make it easy and fast for our SaaS customers to buy from us.

1	2	3	4	5
---	---	---	---	---

17. We have simple (small and easy to understand) proposal, brochures, whitepapers and contracts.

1	2	3	4	5
---	---	---	---	---

18. We have leveraged a SaaS sandbox (hosted software for testing and demonstrations).

1	2	3	4	5
---	---	---	---	---

19. We have tested this solution with clients and prospective clients and received positive feedback.

1	2	3	4	5
---	---	---	---	---

20. We have identified our first 5 target prospects.

1	2	3	4	5
---	---	---	---	---