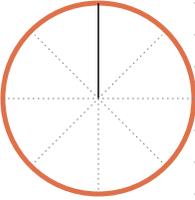
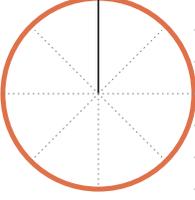


WORKSHEET PRODUCT

Product Line	Profitability Analysis						Top Customers 1. 2. 3. 4. 5.		
	Cost of Sales				Discounts				
	Distribution				Retail Price				
	Fees				Gross Margin				
	Commission				Net Margin				

Market Need	
Buyer Persona	User Persona
Job Title	Job Title
Key Activities	Key Activities
Buying Criteria	Wants/Needs/Dislikes

Sales By Region	
	
Sales By Segment	
	

	BUYER	USER
BASIC		
PERFORMANCE		
DELIGHTERS		

FEATURE							
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							