## WORKSHEET **PRODUCT**

A Strategy Storyboard System

Product Line		Profitability Analysis			<b>Top Customers</b>
		Cost of Sales	Discounts		1.
		Distribution	Retail Price		2.
		Fees	Gross Margin		3.
		Commission	Net Margin		4.
					5.
Market Need			Sales By Region		
					1
Buyer Persona U		User Persona			
Job Title		Job Title	Sales By Segment		
Key Activities		Key Activities			
Buying Criteria \		Wants/Needs/Dislikes			
Buying Citeria		Valits) (Vecus) Distinces			
Key Quality Characteristics			Competitor Gap Analysis		
	BUYER	USER			
Т			FEATURE		
BASIC			1.		
BA			2.		
병			3.		
MAN					
PERFORMANCE			4.		
<u>R</u>			5.		
TERS			6.		
DELIGHTERS			7.		
			8.		