Farm Customer Segmentation Worksheet

A farm customer segmentation worksheet for farms sorting customers into groups with similar needs. It helps decide who to focus on and how to reach each group.

Farm / unit: _____ Date: _____ By: _____

Segment name _____

Who is in this group _____

Where they shop now _____

What they buy from us _____

What they want most _____

How they hear about us _____

Best way to reach them _____

Estimated sales from this group _____

Ideas to serve them better _____

NOTES / CALCULATIONS

TIP Start with your best current customers and find what they share before looking for new groups.