FRACTIONAL COO NYC

Example Segmentation Frameworks

Consumer Buyers

Core Buying Attitude
- Luxe
- Value
- Cheap

Reason to Purchase
- Need
- Want
- Brag

B2B GTM Strategy

Sales Cycle
- Short
- Long

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Time to Revenue
- Long
- Short

B2B SAAS Buyers

- Digital Native
- Legacy Tech

- Small Biz
- Mid Sized
- Fortune 500

Service/Support Strategy

Implementation
- Short
- Long

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Size of Opportunity
- Small
- Large