ARTICLES

# Selecting the Right Customers Matters: How to Define Your Target Market

When you're building a business, it's tempting to say yes to anyone willing to pay. But the wrong customers drain time, budget, and energy that could go to the right ones, and they make it harder to deliver great work for everyone else.

The Sambia Team · November 11, 2026 · 3 min read

sambia.io/articles/target-market

## The real cost of serving everyone

Identifying the right customers is one of the most important decisions a business makes. Not everyone is your customer, and that's a good thing. The right customers value what you do, trust you to do it, and are enjoyable to be around. When you know who they are, every other decision gets easier: what to offer, how to price it, where to market it, and which opportunities to pass on.

## The right customers fit your vision, purpose, values, and niche

If you've already defined your vision, purpose, values, and niche, you're halfway there. The right customers help you move toward that vision, not away from it. Ask yourself:

- **Do they fit the future we're building?** If your vision is to help locally owned businesses grow and hire, a national chain may be profitable but a poor fit.
- **Do they share our values?** A company that values transparency will struggle with a customer who hides information.
- **Do they need what we do best?** Your niche is where you deliver the most value.

## The right customers are ones you enjoy working with

Think about the customers you've enjoyed working with most. Chances are they trusted your expertise, communicated clearly, and let you do the job you excel at. They caused the fewest problems, which made them some of your most valuable customers.

Now picture the opposite: a customer who doesn't trust your expertise and tries to micromanage you, your team, and your process. Overbearing customers cost you money, time, and rework, along with unnecessary emotional stress for you and your team.

## Picture the right customer

Once you know what kind of customer fits, get specific. Answer four questions:

- **Who are they?** Their role, the type and size of their organization, and where they're located
- **What does their life look like?** Their day-to-day pressures, priorities, and goals
- **What problems keep them up at night?** The challenges your business can address
- **How do you solve those problems?** The outcome you deliver, not just the product or service

Write a good description that is specific enough that your team can tell right away whether a prospect fits and simple enough to remember.

For example: "Owners of locally owned businesses with 10 to 50 employees who want to grow and hire without losing what makes their company special."

## Define the three differentiators that win them

Your description says who your customer is. Your differentiators say why they should choose you. These are the three things your business does that matter most to your customer and set you apart. Strong differentiators matter to your customer; they're what set you uniquely apart from your competition.

For the consultant, they might be:

- **Local expertise.** They know the community, its businesses, and its workforce.
- **A proven operating rhythm.** Every client gets a clear plan, quarterly goals, and a weekly meeting structure.
- **Hands-on partnership.** They work alongside the owner instead of handing over a report and walking away.

Three is the right number for the same reason it works for values: few enough to remember and focused enough to guide decisions.

## Keep your customer front and center in the Sambia Organizer

A customer description and differentiators only help if your team sees them. In the Sambia Organizer, you capture both alongside your vision, purpose, values, and niche, so everyone works from the same picture of who you serve and why they choose you. When you build your roadmap or set quarterly goals, ask whether each priority helps you serve that customer better or strengthens one of your differentiators.

## Use them to attract the right customers

Your description and differentiators are the foundation for how you find and win the customers you want:

- **Speak their language.** Lead with your differentiators and use your customers' own words to describe their problems.
- **Show up where they are.** For local business owners, a chamber of commerce event may beat a national ad campaign.
- **Say no with confidence.** Every poor-fit customer you decline frees up time for one who fits.

## The right customers make everything easier

Selecting the right customers takes honest reflection, but the payoff is real: work you enjoy, customers who trust you, and a business that grows in the direction you chose. Sambia.io helps you keep that direction in focus, from the Organizer to your roadmap, quarterly goals, and weekly meetings.

**Ready to build a business around the right customers?** Try Sambia.io and start planning with purpose.


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