**B2B market segmentation**

•Demographics – Include factors like location, nationality, languages and end user demographics/languages. This unit may include important factors including whether the company scope is global, national or regional.

•Industry – Although this could be fitted into organizational characteristics, industry could act as a top level filter for B2B segmentation

•Organization characteristics – Factors like: company size, age, and company life cycle

•Purchase approach – May include: buyer/seller relations, purchase history, policies, criteria, internal power structure that influences buying behavior

•Operations specification – What technologies do they embrace? Do they employ digital media? Are there aspects to the lead/target’s operations that would impact their buying behavior?

•Situational factors – Product application or typical size of an order. Or is the buying behavior based on time, environment or variables.

•Personal factors – Does the buyer have personal likes or dislikes. More granular factors that effect buying behavior.

•Opportunities – If opportunities could be designed as a structured list, then this could make for a fantastic segmentation for sorting B2B companies

•Standard Industrial Classification (SIC) - A list of identifiers published by the United States Government assigned to businesses based on the main product or service provided.

•Lead score – An internal (your company) unit of measure to rank leads based on performance factors (such as opening an email or responses). This measurement allows a sales team to prioritize leads.