

## Thread: Week 3 Discussion

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**Anonymous** posted 4 years ago (last edited 1 month ago)  
**Week 3 Discussion**

Overall Rating:  
"Don't Miss the Mark" Please respond to the following:

• Watch the following videos:

**Small Business Success  
Story: Heart Juice Heart-  
Healthy Beverage**

Duration: (3:12)  
YouTube URL:  
<http://www.youtube.com/watch?v=1YX04wIMYmQ>



Watch Video

**Non-alcoholic drinks-Iran-  
10-02-2011**

Duration: (5:54)  
YouTube URL:  
<http://www.youtube.com/watch?v=0-4iVPwMDCE>

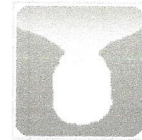


Watch Video

• There are two (2) very different target markets and sales forces discussed in the videos. Identify some of the key differences between the organizations' sales forces and target markets. Explain the value of developing a sales force based on the target market. Use examples from each video to support your response.

Reply

**ANTHONY MUSCIA** INSTRUCTOR MANAGER  
Email Author 1 day ago  
Segmentation is important in meeting the needs of your target audience



Overall Rating: