

# FINDING THE RIGHT CUSTOMER

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OCTOBER 9, 12-1  
UNIVERSITY CENTER 115

Finding the right customer involves making tough decisions about your technology, your market, and your team. How do you know that you are targeting the right people and how do you use your time efficiently to target the people who are willing and able to buy?

This entrepreneurship workshop will cover some aspects of customer discovery, validating value propositions, and what steps to take when you close a sale.