

# Do your customers actually want what you sell?

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Product-market fit gets treated as a badge you award yourself. This makes it measurable. Map one segment's real pains and gains, mark what your offer actually addresses, and see the fit, and the gaps that matter, in black and white.

Two sides: **The customer** (jobs · pains · gains) against **your offer** (products · pain relievers · gain creators). Fit is the overlap.

## APG Partners

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## Weight before you count.

Pick one customer segment and describe it honestly. On the customer side, list the jobs they're trying to do, the pains they hit, and the gains they'd value, and rate each pain by severity and each gain by importance. On your side, note the products, the pain relievers and the gain creators you actually offer. Fit is not a long list, it is a pain reliever pointing at a severe pain and a gain creator pointing at an important gain.

Measure fit only against the pains and gains you rate **4 or 5**. Relieving a minor irritation is not fit. Relieving the pain a customer would switch suppliers to escape is.

SEGMENT

### The customer

who they are by what they're trying to do

#### Jobs to be done

Functional, emotional and social. Rate importance (I) and current satisfaction (S). High I, low S is your opening.

| JOB | I  | S  |
|-----|----|----|
|     | /5 | /5 |
|     | /5 | /5 |
|     | /5 | /5 |
|     | /5 | /5 |

#### Pains

What goes wrong, what's costly, what they fear. Rate severity (Sev).

| PAIN | SEV |
|------|-----|
|      | /5  |
|      | /5  |
|      | /5  |
|      | /5  |

#### Gains

Outcomes and benefits they'd value. Rate importance (Imp).

| GAIN | IMP |
|------|-----|
|      | /5  |
|      | /5  |
|      | /5  |
|      | /5  |

### Your offer

what you actually provide

#### Products & services

The things you sell to this segment.

|  |
|--|
|  |
|  |
|  |
|  |

#### Pain relievers

How each product relieves a specific pain on the left. Draw the line: which pain does it point at?

| RELIEVER | PAIN # |
|----------|--------|
|          |        |
|          |        |
|          |        |
|          |        |

#### Gain creators

How each product creates a specific gain on the left. Which gain does it point at?

| CREATOR | GAIN # |
|---------|--------|
|         |        |
|         |        |
|         |        |
|         |        |

## Score the fit

Count only the pains and gains you rated 4 or 5. A pain is covered if a reliever points at it; a gain is covered if a creator points at it.

Severe pains (rated 4 or 5) you relieve, of the total

Important gains (rated 4 or 5) you create, of the total

**Fit: the two coverage figures, averaged**

## Why customers move

Switching runs in both directions, and the reasons are rarely mirror images. Capture the real triggers, not the polite ones.

### SWITCH TOWARD YOU

### SWITCH AWAY FROM YOU

## A perfect answer to a question too few people ask is still a problem.

Score fit yourself with the interactive builder, then a Commercial Assessment builds it against real customer evidence and reads it alongside the size, growth and margin of the segment, so a strong canvas points at value rather than just at customers who like you.

Score it live → [apg.partners/tools/value-proposition-fit](https://apg.partners/tools/value-proposition-fit) · Start with a Commercial Assessment → [apg.partners/commercial-assessment](https://apg.partners/commercial-assessment)

General information for owner-led businesses, not financial or investment advice. Severity and importance are your judgement of the customer's world, not verified research. Strong fit is necessary, not sufficient: read it alongside segment size, growth and margin before acting. © 2026 APG Partners.