

Spending time in the right places

Think about your existing clients, potential clients and future opportunities. Use the boxes below to make notes about who these people are.

Current clients

Potential clients

Future opportunities



Thought provokers...

Take time to think about your follow up and create a process that works for you. Timing is everything and you want to be the person your potential client thinks of when they are ready to buy.

Not making time to plan for future projects and opportunities when business is going well could be a costly mistake.

Today's actions:

- 1** Look at how much time you spend with your different types of client. Are you happy with the split and how you are supporting them? Don't forget the future opportunities!
- 2** Looking at your potential clients, think about whether your current process works for you. Are you missing people because it's not strong enough?



10 MINUTES, 10 DAYS, 10 ACTIONS

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— Sales Coach & Trainer —