

Ideal Prospect Focus

Sales is hard enough, and it's only harder when you try to be everything to everyone. Let's focus in on your best prospective customer. Use this worksheet to identify 3 potential client profiles and describe them in the space below.

Prospect 1

Description

Do you like them?

Can you help them?

Will they pay?

Prospect 2

Description

Do you like them?

Can you help them?

Will they pay?

Prospect 3

Description

Do you like them?

Can you help them?

Will they pay?