Actions for Session 2

Now comes the hard bit! How are you going to put into practice what you have learnt today?
This sheet is to help remind you what we covered and identify what actions you have put into place.

What is your strategy ?

Have you identified your target clients?
Have you used the Hub and spoke model?
How many large and medium sized business's do you have?
How many do you need to target?

Which companies are you targeting?

Have you used the database?
Do you have lapsed/dormant/ similar/ existing clients to target?

Client Avatars

Have you created your avatars for your target clients?
What is your method and message?
What are your touch points?

Categorising using QUIC

Have you used QUIC on your current roles/ clients?
How did they score? Who was lowest , who was highest and how will this affect how you work
with them going forward?