

NOTES / ACTIONS



C CUSTOMER

C

Who is your ideal customer that you need to focus on? The customer that will take you to your vision? Review the past year, discuss with the team, get real clear on this. Which customers need to be fired?

L LOOKING FOR?

L

What is your ideal customer looking for in 2017? New trends, services, features you must have to stay competitive? Why do they buy from you now? Make sure you promote these reasons and new offerings.

E EARNINGS?

E

How much do you want to pay yourself each month? Do you need to cover expansion? Marketing? New staff? Training? Retirement? What are your monthly sales targets going to be to achieve this?

A ACTIONS?

A

What actions are required to attract and 'wow' your ideal customers? Or hit target earnings? Use experts for actions outside of your expertise. Delegate. Reward actions that win! Remember - action creates clarity.

R RESPONSIBILITY?

R

Who is responsible for the actions? Make sure they agree with how results will be measured. Include lead and lag measures. Encourage everyone to work above the line and own their results, good or bad.

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