



Who Should Be a Prospect?

Who are your most qualified targets and how do you keep from missing them? You have segmented your customers by A-B-C-D, based on annual revenue ... "But that doesn't reflect my next giant customer". The need for good prospects is clear: you always need to be adding A and B Customers to your customer base. Follow the simple steps below to get a clearer picture of who that next giant customer may be.

WONDERMENT® Project Steps:

1. Establish "What is important" or qualifiers for a good potential Prospect to invest energy in.
2. Rate the value of each of the qualifiers to your company.
3. Get some ideas and opinions from the various departments.
4. Share these documented answers with your Salespersons.

Remember:

"C" & "D" customers represent the known pool for prospecting as they already know you.

Related Wonderments

The Prioritize Customers Wonderment must be completed first. Then ...

- Who Should Be a Prospect?
- Touch Plan
- B and C Pricing
- Pricing on the Periphery

Example: Juice Distributor

Preston's Juice, a \$10M distributor with 1000 customers, did a Prioritize Customers Wonderment and discovered they had 320 "B" and "C" customers with total revenues of \$1.6M. They have recently lost two "A" customers to mergers and are now concerned with routinely replacing lost customers with new ones.

In Your Company ...

Using the results of your A-B-C-D Prioritization, develop a list of questions to gauge the likelihood of an existing or potential customer becoming more significant to you.

What is Important?	Value	Find Out
1. Customer's Current Rank A,B,C,D	C	
2. Customer's Annual Revenue	\$16,000	
3. Whom do we know?		
a. How many top managers?	8	
b. How many engineers/marketing?		
4. Competitors – Who are they?		
a. Revenue		
5. What are the new projects?		
a. Which are we on?		
b. Value?		

What questions does this raise?

- What more do we need to know?
- Who should be seeking this information?
- How should we price them?
- What is our management process?

Please tell us what you think. Log on to www.jacquard.com or call 847.945.8700.