



EXERCISE #1: Identify the Perfect Profile of Your Ideal Client

In order to target potential clients and focus your energies efficiently, it is necessary to identify the profile of prospects that will best qualify to do business with you. Fill in the chart below with the characteristics that describe your ideal client.

Ideal Client	Description
Industry	
Geography	
Your Revenue	
Number of Employees	
Job Titles	
Other Considerations	

EXERCISE #2: Budget Your Time for Highest Return

Even though you have identified your ideal prospect, you will undoubtedly uncover prospects of all types. Use the following chart to help allocate how much time each week you will spend with each type of prospect. This will help you to focus on qualified clients and eliminate wasted time on dead-end opportunities.

Category of Prospect	Time Allotment Percentage	Allotment in Actual Time
1st Quintile (perfect prospect)	80%	4 hours
2nd Quintile	10%	2 hours
3rd Quintile	7%	1 hour
4th Quintile	3%	30 minutes
5th Quintile	0%	0 minutes



EXERCISE #3: My Ideal Weekly Schedule

Complete the Ideal Work Week exercise below with the activities that will lead you to sales success. Once you complete, you must commit to being a “slave to the schedule”

Time	Mon	Tues	Wed	Thurs	Fri

Additional Activites to Do

Short Term	Medium Term	Long Term