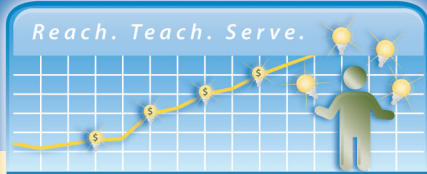


# IDENTIFYING YOUR TARGET



## INSTANT SALES TACTICS

Having a **Strategy** is the starting point to any successful sales effort. It is the pathway to accomplishing your Vision.

Strategy contains three parts:

1. Target
2. Tools
3. Tactics

Let's start with Part 1: **Target**.

## WHY Target

You can go trout fishing in any lake, but unless it's a designated trout lake or stream you'll never catch a trout.

We have to know our Target Audience. We have to fish where the fish are.

Sales success requires you to answer two questions:

**Who Is Your Target Audience?**

**Where Is The Best Place To Connect With Them?**

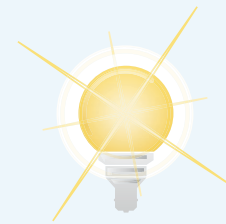
## HOW TO Target

It happens all the time: salespeople talking to the wrong audience, people that can't or won't make a decision about your product or service. You can waste an incredible amount of time and effort talking to the wrong people.

You have to identify the right people to connect with; that's your **Target Audience**.

You want to identify those people that will find value from your products and services. You want to identify those people who you will enjoy working with, and who will enjoy working with you.

That is your **Target Profile**. It defines your Ideal Prospect, and allows you to focus your activities on finding and connecting with them.



## RIGHT NOW ACTION STEPS

- ▶ Identify your best clients in terms of:
  - Working relationship (who do you enjoy working with?)
  - Amount of revenue generated
  - Potential for future revenue/business
  - Number of potential referrals
- ▶ For each of your best clients, identify three characteristics that are consistent with all of them. (For example, who they are, who they associate with and where you can find them.) This is your **Target Profile** for all future clients.