



## Mike Pagan Professional Speaker – Tips Sheet - The Eight Steps To Understanding Who Your A1 Clients Are

1 - Numbers - How many clients can you deal with, how many clients can your sales team manage. Realistically.

2 - Size of Clients - Sole Trader / Small Businesses / National / Multinational or Government - When dealing with larger companies use the 'Star' approach to account managing contacts: know their two direct reports, know their two peers and know their two managers/ bosses - people have a tendency to change jobs.

3 - Value - What are they worth to your business? - What is the client 'lifetime' value to your business over 3 Months, 6 Months, 12 Months and three years?

4 - Frequency - How often do they buy? Daily, weekly, monthly or quarterly? Is it a one-off purchase?

5 - Location - Where are they in relation to your offices - within 20 mins drive - 1.5 hours drive - Local, regional, National or international? There is a pay-off if the location saves you time and money.

6 - Type of Client Activity - Do they need close face to face interaction? What amount of effort is required to keep them buying? What level of ecommerce?

7 - Buying Cycle - Budgets are written well in advance for large organisations and public bodies, when do they make these decisions? Smaller companies may not order just after the financial year end or hefty tax returns.

8 - Payment Terms - Clients that pay you badly (slowly) are receiving interest free loans from you. The sooner you invoice and the shorter your terms of payment are, the more chance you have of being paid quicker.

By using these steps you might be surprised as to who your A1 clients are. The skill NOW is finding and keeping this type of client over and over and not going after the other extreme - the High Maintenance, Price Sensitive Time Wasters.

Remove the Time Wasters and focus your proactive efforts on the A1 Clients!

Good Luck growing your business.

Mike Pagan

Mike Pagan has been in business long enough to know what fails to happen often enough. He speaks on the following subjects:

A recent Soundbit from one of Mike Pagan's talks can be found at <http://www.mikepagan.com>

**The Right Sales Pipeline** - Mike believes companies should concentrate FULLY upon 4 or 5 key marketing methods in order to gain new clients.

**Your A1 Clients** - We all want them, but do we know who they are, when they buy and why they buy?

**Celebrating Success** - Not many businesses do. life's meant to be enjoyable, so is your business.

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**Mike Pagan, your straight talking, Business focussed Professional Speaker.**

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