



REFRESHING BUSINESS: POWER MARKETING ANALYSIS

What is your product?
Who are or were your three top clients?

Stage of Marketing/Sale	What exactly did you do?	How can you tighten, expedite, replicate or improve this step in the process?
What made them sign on the dotted line?		
What ongoing or additional sales were generated?		
What in your offering did they like?		
What commonalities or non-business factors created a personal relationship?		
How did they get to know and trust you?		
How did they first contact you?		
How did they first hear about you?		