KNOW YOUR TARGET MARKET

What are your business interests?

What do you have in common?

What communities are you active in?

What type of businesses do you want to work with?

What type of businesses do you not want to work with?

What are your geographic restrictions?

What employee size do you want to work with?

KNOW YOUR TARGET MARKET

Taking the information from the previous "Thinking" page:

What is your target market?

KNOW WHAT YOU ARE GOING TO SAY

Who would you like to help?

What do you want to help them with?

How can you add value?

When do you want to help them?

KNOW WHAT YOU ARE GOING TO SAY

Taking the information from the previous "Thinking" page, how do you answer the following question in one simple statement:

What do you do?

HOW MANY MEETINGS DO YOU NEED TO HAVE TO REACH YOUR GOAL

3 year annual revenue goal $:

1 year annual revenue goal $:

Assume annual employee benefits spend is 3,000 per year and average commisision is 5%.

Each employee creates $150.00 per year of revenue.

How many groups do you have to sell to meet your year 1 annual revenue goal?

Example: Revenue goal $75,000 / 150 = 500 lives

Avg. size target market is 25

∴ Need to sell 20 groups

HOW MANY MEETINGS DO YOU NEED TO HAVE TO REACH YOUR GOAL

What is the number of groups I need to sell?

How many meetings do I need to have?
(20% closing ratio → 100 meetings)

How many weeks per year do I want to work?

How many meetings do I have to have per week?

How many calls do I have to make per week?
(10% closing rate per call)

How many calls per working day do I have to make?

HOW MANY MEETINGS DO YOU NEED TO HAVE TO REACH YOUR GOAL

My target market is?

What I do is?

How many calls per day do I need to make to reach my financial goals?