



Mike Pagan Professional Speaker – Tips Sheet – A1 Client Scorecard

The A1 Scorecard further enhances the Tips Sheet - Eight Steps to A1 Clients by giving you the tools to turn those steps into a meaningful model for scoring both your existing A1 Clients and potential A1 Clients.

You're sitting with a client or generating a new target market and you need to judge whether or not they have the potential to be A1 clients for your business. Take your existing A1 clients and score them between 1-10 according to the 8 steps that you have previously received.

For this model I have added two additional subjective criteria:-

- Chemistry and Gut Feel – this speaks for itself – are they a good prospect, are they ethically the right sort of business for your company to work with and what is your gut feel telling you about them and their potential to be an A1 Client?
- Your Desire to work with them – how hungry are you for their business? Do they represent the things that excite you and your business? What would you do to get them on board? How much would you give to win them?

Once you have totalled the columns you will be able to see at a snap shot if they represent a Potential A1 Client to you business.

A1 Client Steps	Existing Clients Score 1-10	New Prospect or Target Market Score 1-10
Numbers		
Size of Clients		
Value		
Frequency		
Location		
Relationship		
Buying Cycle		
Payment Terms		
Chemistry & Gut Feel		
Your Desire to Work with them		
Total		

With 10 criteria the score you get is a percentage of your desired A1 Client.

So what do these scores mean?

1. A prospect that scores in excess of 75% is a serious target, go and get them – sign them up and don't let go.
2. One that scores less than 40% is seriously questionable and is highly unlikely to become one of your A1 Clients. Do you really want to work with them?
3. Companies that score between 40-75% need further research – go back to them and ask more questions, dig deeper. A small investment of time here can save you a lot of effort, heartache and needless chasing around after the wrong sort of clients for you.

Focus, focus focus – who do you want your business to work with? Developing more A1 Clients means more earnings, more growth and more profit.

All the best

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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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