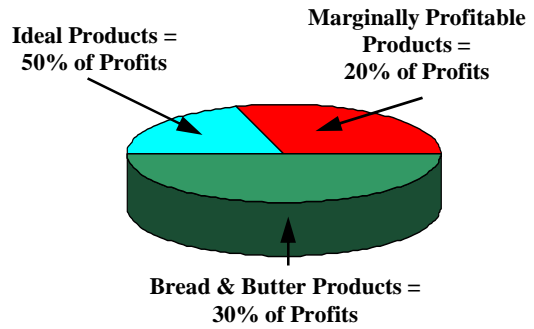


Ideal Prospect Mix

As you set goals to secure more prospects through referrals, it is important to be clear about the "Mix" of prospects you want. You can use this information to describe the "Mix" of prospects you will be looking for to your referral sources. Also, if you know the kind of prospects you want, you will know more about who would be able to refer them to you and you can target qualified referrers.



% Percent	Description: To Crystallize Goals and/or Share With Selected Referrers (\$ profits, product/service sold, belief in value, logical and/or emotional need, urgency, geographic location, decision process, amount of influence of referrer, etc.)
\$ Value	
10%	Ideal Product/Service:
\$	
50-70%	Bread and Butter Product/Service:
\$	
20-40%	Marginally Profitable Product/Service:
\$	
?%	Undesirable Product/Service:
\$	

To Determine the dollar value of your referrals, estimate the total dollar amount of a better than average sale \$ _____. Estimate the number of referrals it takes where the referrals are reasonably well qualified and you have a reasonably good introduction to get a sale _____.

\$ _____ (\$ amount of a better than average sale) divided by _____ (# of referrals) equals \$ _____ (\$ value of a referral).

If I could increase the Quantity and Quality of Referrals I am currently receiving by # _____ per month, it would mean an annual increase of \$ _____.