

Swiss Army Knife For Consultants

<http://www.perrymarshall.com/sakc>

Prospect Score Card

Primary Blade: Acquiring Clients

Selecting the right clients

1. Ability to pay
2. Reachability
3. Bleeding neck (major pain point)
4. Similar to your existing clients
5. High transaction value
6. Already spending money on advertising
7. Established business
8. Successful but with more potential
9. Geographic considerations

- Grade each parameter as: Green (go), Yellow (may go), Red (no-go).
- If the prospect has enough greens, then proceed to the next blade.
- There is no upper or lower limit on how many greens are needed.
- Choose the path that works best for your business and your client.

To access all the blades, visit <http://www.perrymarshall.com/sakc>