## ABOUT THIS LESSON WITH JON SCHALLERT: *"Identifying & Targeting Your Most Profitable Customers"*

Time: 21 minutes, 30 seconds

## **KEY OBJECTIVES OF THIS TRAINING:**

- 1. How to target your most profitable prospects
- 2. Introducing Top 10% Customers
- 3. Introducing Top 10% targeting tools
- 4. Targeting with Facebook