

PARTICIPANT EXERCISE: LESSON 4

Jon Schallert: *Identifying & Targeting Your Most Profitable Customers*

Training Time: 21:30

1. Describe in detail your Top 10% Customers and be aware that many companies have more than one group of Top 10% Customers, depending on the products and services that you want to sell them.

2. Think of your very best customers who are buying from you now, and think of the concept of “low hanging fruit”. What additional products or services could you sell these already good customers that they might not know you offer

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3. A company like InfoUSA.com helps businesses target their very best customers. Even if you don't want to use InfoUSA.com, what would be some business or consumer lists that you'd love to have, so you can target those customers?

4. If money wasn't an object, what cities, towns, or areas outside your immediate marketplace would you like to target to attract more customers?

5. Write about the most successful promotional or targeted ad you've run on Facebook and be prepared to talk about it in your class.
