

Ideal Customer Description:			
6 Basic Needs of Csr:	What they want:	Buying Criteria:	Marketing Message:
___ Certainty/(Security)	1.	1.	<u>Big USP:</u>
___ Variety/(Fun)	2.	2.	<u>Big Promise:</u>
___ Significance	3.	3.	<u>Big Benefit:</u>
___ Love/Connection	4.	4.	<u>Big Proof:</u>
___ Growth	5.	5.	
___ Contribution			

Marketing Stage: **Filling Pipeline** **Follow Up**

<u>Filling Pipeline</u> What Always Works +	<u>Filling Pipeline</u> Competition OMS +	<u>Filling Pipeline</u> Worked in Past +	<u>Filling Pipeline</u> = New OMS (3 -5 ONLY):
<input type="checkbox"/> Referrals <input type="checkbox"/> Referral Partners <input type="checkbox"/> Centers of Influence <input type="checkbox"/> Group Marketing <input type="checkbox"/> Cold Calling <input type="checkbox"/> Public Workshops <input type="checkbox"/> Public Speaking <input type="checkbox"/> Networking <input type="checkbox"/> Internet Marketing <input type="checkbox"/> SEO <input type="checkbox"/> PPC <input type="checkbox"/> Social Media <input type="checkbox"/> Blogging <input type="checkbox"/> Signs <input type="checkbox"/> Direct Marketing <input type="checkbox"/> Advertising <input type="checkbox"/> Trade shows <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____	<input type="checkbox"/> Referrals <input type="checkbox"/> Referral Partners <input type="checkbox"/> Centers of Influence <input type="checkbox"/> Group Marketing <input type="checkbox"/> Cold Calling <input type="checkbox"/> Public Workshops <input type="checkbox"/> Public Speaking <input type="checkbox"/> Networking <input type="checkbox"/> Internet Marketing <input type="checkbox"/> SEO <input type="checkbox"/> PPC <input type="checkbox"/> Social Media <input type="checkbox"/> Blogging <input type="checkbox"/> Signs <input type="checkbox"/> Direct Marketing <input type="checkbox"/> Advertising <input type="checkbox"/> Trade shows <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____	<input type="checkbox"/> Referrals <input type="checkbox"/> Referral Partners <input type="checkbox"/> Centers of Influence <input type="checkbox"/> Group Marketing <input type="checkbox"/> Cold Calling <input type="checkbox"/> Public Workshops <input type="checkbox"/> Public Speaking <input type="checkbox"/> Networking <input type="checkbox"/> Internet Marketing <input type="checkbox"/> SEO <input type="checkbox"/> PPC <input type="checkbox"/> Social Media <input type="checkbox"/> Blogging <input type="checkbox"/> Signs <input type="checkbox"/> Direct Marketing <input type="checkbox"/> Advertising <input type="checkbox"/> Trade shows <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____	<input type="checkbox"/> Referrals <input type="checkbox"/> Referral Partners <input type="checkbox"/> Centers of Influence <input type="checkbox"/> Group Marketing <input type="checkbox"/> Cold Calling <input type="checkbox"/> Public Workshops <input type="checkbox"/> Public Speaking <input type="checkbox"/> Networking <input type="checkbox"/> Internet Marketing <input type="checkbox"/> SEO <input type="checkbox"/> PPC <input type="checkbox"/> Social Media <input type="checkbox"/> Blogging <input type="checkbox"/> Signs <input type="checkbox"/> Direct Marketing <input type="checkbox"/> Advertising <input type="checkbox"/> Trade shows <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____
<u>Follow Up</u>	<u>Follow Up</u>	<u>Follow Up</u>	<u>Follow Up</u>
<input type="checkbox"/> Emails <input type="checkbox"/> Workshops <input type="checkbox"/> Special Events <input type="checkbox"/> Warm Calls/ Visits <input type="checkbox"/> Letters or Post cards	<input type="checkbox"/> Emails <input type="checkbox"/> Workshops <input type="checkbox"/> Special Events <input type="checkbox"/> Warm Calls/ Visits <input type="checkbox"/> Letters or Post cards	<input type="checkbox"/> Emails <input type="checkbox"/> Workshops <input type="checkbox"/> Special Events <input type="checkbox"/> Warm Calls/ Visits <input type="checkbox"/> Letters or Post cards	<input type="checkbox"/> Emails <input type="checkbox"/> Workshops <input type="checkbox"/> Special Events <input type="checkbox"/> Warm Calls/ Visits <input type="checkbox"/> Letters or Post cards

