



PRE COURSE ACCELERATOR TRAINING

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PRE-WORK STEP # 2 FINDING YOUR IDEAL CLIENT

Instructions

1. In the Current Client column, check the box next to all the traits that your Demographics Research revealed about this client. If there are any other traits, write them in the spaces below.
2. In the Ideal Client column check the box next to the top five traits you would like to find in your ideal client — for comparison purposes, check these same five Ideal Client traits on all three interviews.

+	Current Client	Trait	Ideal Client
<input type="checkbox"/>		Uses our services on a recurring basis.	<input type="checkbox"/>
<input type="checkbox"/>		Selective about who they do business with.	<input type="checkbox"/>
<input type="checkbox"/>		Wants to be kept informed as to problem/progress.	<input type="checkbox"/>
<input type="checkbox"/>		Demands honesty.	<input type="checkbox"/>
<input type="checkbox"/>		Is realistic and practical on delivery expectations.	<input type="checkbox"/>
<input type="checkbox"/>		Provides payment in full.	<input type="checkbox"/>
<input type="checkbox"/>		Doesn't question invoice accuracy.	<input type="checkbox"/>
<input type="checkbox"/>		Has been a long-term customer.	<input type="checkbox"/>
<input type="checkbox"/>		Writes a testimonial when asked.	<input type="checkbox"/>
<input type="checkbox"/>		Responds to our requests.	<input type="checkbox"/>
<input type="checkbox"/>		Wants the latest innovations.	<input type="checkbox"/>
<input type="checkbox"/>		Prefers annual service contracts.	<input type="checkbox"/>
<input type="checkbox"/>		Trusts our advice.	<input type="checkbox"/>
<input type="checkbox"/>		Is easy to work with.	<input type="checkbox"/>
<input type="checkbox"/>		Appreciates a job well done.	<input type="checkbox"/>
<input type="checkbox"/>		Speaks highly of us — sends us referrals.	<input type="checkbox"/>
<input type="checkbox"/>		Uses us as their vendor of choice.	<input type="checkbox"/>
<input type="checkbox"/>		Is cooperative, open, not overly-demanding.	<input type="checkbox"/>
<input type="checkbox"/>		Is realistic and practical about expected results.	<input type="checkbox"/>
<input type="checkbox"/>			<input type="checkbox"/>
<input type="checkbox"/>			<input type="checkbox"/>
<input type="checkbox"/>			<input type="checkbox"/>
<input type="checkbox"/>			<input type="checkbox"/>

Do both columns match?

If not, then this client is **not** your ideal client, although the traits that do match (if any) will help you begin to identify and recognize the specific traits that will eventually define who your ideal client really is.

