

WORKSHEET: 7 Growth Opportunity Questions

As you create your travel plan for the next quarter, ask yourself and your team the following questions to help you fill out the tables to the right.

1. Of your top 25 customers, who have you not seen in two years?
2. Which key customer have you never met? Which key vendor has never met you?
3. At which company do you know only one or two contacts?
4. Which customers have had staff changes?
5. Which of your second-tier customers could become top-tier?
6. At which industry event could you potentially meet five new customers, two new vendors, or one new investor?
7. Could you make a presentation or exhibit at an upcoming industry event?

	Not Seen in 2 Years	Never Met in Person
Customer		
Customer		
Customer		
Vendor		
Vendor		
Vendor		

	You Know Only 1 or 2 Contacts	Recent Staff Changes
Company Name		
Company Name		
Company Name		

	Second-Tier Customers with Potential for First-Tier Status
Company Name	
Company Name	
Company Name	

	To Meet New Customers	To Present or Exhibit
Event		
Event		
Event		