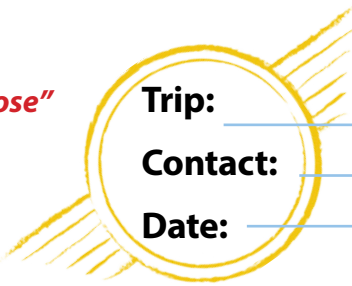


WORKSHEET: Define Your Wins

Your trip has both a "purpose" and a "win."

Take the time to define your wins—whether they immediately affect your bottom line (sales) or set you up for future success—because a little pre-planning can lead to big returns.



Trip: _____

Contact: _____

Date: _____

PURPOSE

ex: Customer support

ex: Exhibit at tradeshow

MY WINS

Extend contract

Generate 200 new leads

PURPOSE	MY WINS
ex: Customer support	Extend contract
ex: Exhibit at tradeshow	Generate 200 new leads