
Activity Sheet 15-B
Qualifying Your “Profile Customer”:
Understanding Your Version of the 80/20 Rule

PERSONAL - Now, describe what your personal present customer contact in your active client/customer list should look like:

Age Range: _____

Gender: _____

Ethnicity: _____

How long have they been with organization they represent:
_____?

How long have they been in the industry they represent:
_____?

How long have they been a customer to your organization:
_____?

How long have you been working with them:
_____?

What geographical region are they in:
_____?

What dollar figure of business do they represent to you: _____

How many items of business do they represent for me: _____

Other: _____

ORGANIZATIONAL - Now, describe what your personal present customer contact in your active client/customer list should look like:

Age Range: _____

Gender: _____

Ethnicity: _____

How long have they been with organization they represent:
_____?

How long have they been in the industry they represent:

_____?

How long have they been a customer to your organization:

_____?

How long have you been working with them:

_____?

What geographical region are they in:

_____?

What dollar figure of business do they represent to you: _____

How many items of business do they represent for me: _____

Other: _____
