

## Activity 39-A Cultivating “Advocates” From Existing Clients

“Advocate” candidates for my selling success could be:

Contact	How Likely Are They to Advocate You to Others: Y/N
1. Oldest client: _____	_____
2. Newest client: _____	_____
3. Most \$ client: _____	_____
4. Others: _____	_____
5. Others: _____	_____
6. Others: _____	_____
7. Others: _____	_____
8. Others: _____	_____
9. Others: _____	_____
10. Others: _____	_____

Now go back and check-off those above contacts that you know have in the past willing and enthusiastically sent to you individuals that matriculated into active clients.

These are potential candidates for you to consider courting as “Advocates” to help you grow and establish your book of business.