

## Activity 32-A Leveraging Existing Relationships For More Business

Identify and analyze your top revenue generating clients to determine if you can leverage that existing relationship for continued business growth opportunities with other products or services that you offer.

Client One: \_\_\_\_\_  
Primary Product/Service Buying: \_\_\_\_\_  
Complimenting Offer: \_\_\_\_\_

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Now analyze Client One to determine if there are business units or purchasing powers that you could be contacting that you are either not contacting, never contacted or have not contacted in some time. They could be:

Client One: \_\_\_\_\_  
Primary Product/Service Buying: \_\_\_\_\_  
Other Products/Services Being Bought Now/Past: \_\_\_\_\_

Based upon my experience, other buyers of this same product outside of this client typically are (think in terms of work units, departments, ethnicity or gender trends, geographical trends of purchasing patterns, buyers titles or positions, other industry buyers, other businesses that buy, etc.)? \_\_\_\_\_