

# 99 Strategies To Get Customers - The customer acquisition action plan™

1. Divide your 90 day revenue goal by the average value of each customer to identify customer goal
2. If 1 prospect in 3 turn into a customer, multiply your customer goal by 3 to get your prospect goal
3. If you average customer acquisition is 5% from leads, divide your prospect goal by 5 and multiply it by 100 to get your lead goal

90 day revenue goal:

Date:

Customer goal:

Company:

Prospect goal:

Lead goal:

## A - Get your company in order

Pick 3 strategies in section 1

Strategy:

Strategy:

Strategy:

## B - Visibility and Credibility

Pick 3 strategies in section 2 & 3

Strategy:

Strategy:

Strategy:

## C - Get the word out

Pick 3 strategies in section 4 & 5

Strategy:

Strategy:

Strategy:

## D - Make the 1st move

Pick 3 strategies in section 6

Strategy:

Strategy:

Strategy:

Tech tools:

Experts/Team:

Budget:

Tech tools:

Experts/Team:

Budget:

Tech tools:

Experts/Team:

Budget:

Tech tools:

Experts/Team:

Budget:

## 30 day review

Leads:

Prospects:

Customer:

Strategy review

Stop:

Start:

Continue:

## 60 day review

Leads:

Prospects:

Customer:

Strategy review

Stop:

Start:

Continue:

## 90 day review

Leads:

Prospects:

Customer:

Strategy review

Stop:

Start:

Continue:

Share your customer acquisition plan with **someone who will hold you accountable.**

Name:

90 day plan review: