CHAPTER THIRTEEN WORKSHEET

Your Systems Never Held This

One afternoon. Nothing bought.

Name _____ Date _____

1 **Pick one type of customer you already serve, and write three things you do not know about them that would change how you quote or how you serve them.**

Customer type _____

2 **For each one, write where that information could come from.**

What I do not know	Public record	Their people	Paid source	Nowhere
	☐	☐	☐	☐
	☐	☐	☐	☐
	☐	☐	☐	☐

3 **Go and get one of them, from the cheapest source on that list.**

Which one _____

Source _____

THE PASSAGE, QUOTED

_____

_____

☐ I opened the passage myself

4 **Write down what it changed.**

WHAT IT CHANGED

_____

_____

_____

5 **Only then, ask whether the same question applies to people you do not yet serve.**

WHAT MAKES A GOOD ONE, IN MY OWN WORDS

_____

_____

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