

### **First Minute: Product**

What could we do right now to improve the quality of our product(s)/service(s) in the eyes of our customers?

What additional product or service would our customers most like us to offer?

### **Second Minute: Price**

What could we do right away to cut costs without hurting our quality?

What offers could we afford to make to encourage new customers to try us or encourage current customers to be more loyal?

### **Third Minute: Placement**

What could we do right now to make our current distribution process work more efficiently or effectively for our customers?

What new approach could we try to reach different customers or reach current customers in a different way?

### **Fourth Minute: Promotion**

What could we do right now to make our customer communications more clear and compelling?

What new ways of communicating with customers could we try right away?

### **Fifth Minute: People**

What could we do to increase our motivation and enthusiasm?

What could we do to make our customers feel more enthusiastic and thankful toward us?

**STOP! Your time is up.**