

Who Are Your A+ Clients* & Advocates?


These are your “best of the best” people in terms of the following:

- Who has sent you multiple referrals?
- Who are the people most sold on you?
- Who is an advocate for your business and/or refers you?
- Who has done multiple transactions with you?
- Who is happy with the service you’ve provided in today’s market?

Once you’ve made this list, distinguish who your top 10 are by asking yourself:

- Who has a great business?
- Who has a tremendous sphere of influence?
- Who is well-connected?

Spend some time on this process. Having a healthy and robust database is the difference between having an average business and one that thrives! Answering these questions may also help you add people to your list that you didn’t think of at first.

 *By “clients” we mean people you want to stay in touch with and serve, and who may be willing to refer you. You may or may not have done a transaction with these people.

