

# CUSTOMERS - RECOMMENDATIONS [HIGH]

## TO DO

Complete the rest of the bounce back pack

Review your customer base and put together case studies about the impact you've had on those clients. Build your case studies so that you can use them in your new business sales activity to demonstrate capability

Put together a demand forecast for each of the clients you believe will be hiring in July and August. Talent pool now so that you can move quickly to progress new jobs into placements. Get your client involved and let them know what you are doing proactively to help them

Create a template for a service level agreement to increase commitment from your customers to you and you to them. As other agencies bring people back from furlough you know they will be upping the sales activity. Build a fortress around your clients.

Build an avatar (a replica or model) of your busiest customers. Put together a list of other businesses who look like that to create a sales plan for the next four weeks. If your customers are busy then these avatars are probably, as well

Watch **The Pillars** on Planning and Cardio. The time to put pedal to the metal is when things are looking most positive.

Start the mission – **I need more client control**. It will help you secure even more commitment and help you to build the fortress to keep your competitors out