

# CUSTOMERS - RECOMMENDATIONS [LOW]

## TO DO

Complete the rest of the Bounce Back Pack

Draw up a lead generation strategy to help you find immediate business

Set goals for client acquisition – what type of work do you want to win in which profile of client? Draw it up and create a sales plan around your definition of a target client

Discuss with relevant colleagues about potential cross selling opportunities

If your market is genuinely suffer from economic depression, take stock and consider transferable markets you could work to generate billings

Watch **The Pillars** – Cardio, Urgency and The Beast

Once you've completed the Bounce Back Pack, start the mission **I need more jobs**