

# YOUR PROSPECTS

Map their **TRAIN**

Take the time to get to know your prospective customer and gain greater **connection**

Customer name:

**Type**

Where are they based? What's their age?  
What might they know about you / your industry?

**Role**

What position do they hold in the company? Are they a decision maker?  
What previous roles have they had?

**Aims**

What are they aiming to achieve?  
What value could your product / service have for them / their team / their customers?

**Interests**

What are they interested in?  
What are their likes and dislikes?

**Network**

Who is in their network?  
Are there any mutual connections?

**Notes for call**

**Influence approach**

## Connect with your Customer

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