

Revenue Sources	Income Channels	Marketing Phases	Marketing Budget
Products	Clients	Youself	Monthly Budget
Services	Network	Marketing Support	Cost Per-Lead
Team	Team	Follow Up Support	Cost Per-Client
Company	Company	Sales Team	Return-On-Investment

Marketing Channels	Verify Lead	Lead Commitments	In Person Meetings
Referral Marketing	Decision Maker	Tasks	Additional Contact Info
Networking	Name	Call Backs	Introduction Packet
Telemarketing	Mobile	Emailing	Personal Letter
Door Knocking	Email	Meetings	Registered on Website
Social Media	Address	Presentations	Website Reviewed
Search Marketing	Facebook URL	Paperwork	Subscribe to Newsletter
Direct Mail		Problems	Solutions
Email Marketing		Solutions	Promotional Item
Advertising		Referrals	Set-Up Next Action

Behaviors:	Daily Goal	Mon	Tue	Wed	Thu	Fri	Sat
25 New Calls Daily (Results)							
# of New/Lead/Follow-Up (Daily)							
# of Customer Service Activities							
# of Personal Messages							
Personal Contacting (3 times weekly)							
Role Play (Practice Sales)							
Attend Coaching/Sales Meetings							
Daily Report Numbers (Y/N)							

What are My "Go-To" Plays to Win?
