

My "key client" program: 20 key contacts / clients / advocates for me are ...

Frequency? Main clients - regularly. Advocates, smaller clients, customers and prospects – every 90 days.
Contact needs to be seen as useful to your 'client'

	Name Position / Business Unit	Potential service / benefit	Date last contact	My next approach Date and 'Offer'
Advocate 1				
Advocate 2				
Advocate 3				
Advocate 4				
Client 1				
Client 2				
Client 3				
Client 4				
Client 5				
Client 6				
Customer 1				
Customer 2				
Customer 3				
Customer 4				
Customer 5				
Customer 6				
Prospect 1				
Prospect 2				
Prospect 3				
Prospect 4				