

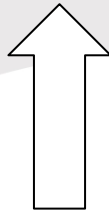


BUSINESS OPTIMIZATION STRATEGY SERIES

## Worksheet: The 4-Phase System Strategic Map

Having a business that is successful is all about how you manage your customers, i.e. how you Find, Get, Keep and Grow your customers. Here's how it works and how to analyze whether what you are doing is working:

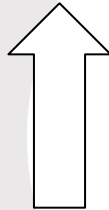
**GROW**



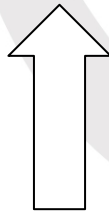
**KEEP**



**Get**



**FIND**



Having a business that is successful is all about how you manage your customers, i.e. how you Find, Get, Keep and Grow your customers. Here's how it works and how to analyze whether what you are doing is working:

<p>What activities do you undertake to FIND customers?</p>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>
<p>How do you test, track and measure results for the ways in which you FIND customers?</p>	
<p>Is this the strongest area for you (selecting between Finding, Getting, Keeping and Growing)? If not, why not?</p>	
<p>Which activities that you perform to FIND customers produce the best results? Why?</p>	
<p>Which activities that you perform to FIND customers produce the worst results?</p>	
<p>Which activities to FIND customers should you do more of?</p>	
<p>Which activities to FIND customers should you do less of?</p>	

Following this analysis, you now should be clearer about how to go about FINDING customers effectively.

Next, analyze how you go about GETTING customers:

<p>What activities do you undertake to FIND customers?</p>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>
<p>How do you test, track and measure results for the ways in which you FIND customers?</p>	
<p>Is this the strongest area for you (selecting between Finding, Getting, Keeping and Growing)? If not, why not?</p>	
<p>Which activities that you perform to FIND customers produce the best results? Why?</p>	
<p>Which activities that you perform to FIND customers produce the worst results?</p>	
<p>Which activities to FIND customers should you do more of?</p>	
<p>Which activities to FIND customers should you do less of?</p>	

Following this analysis, you now should be clearer about how to go about FINDING customers effectively.

Next, analyze how you go about GETTING customers:

<p>What activities do you undertake to KEEP customers?</p>	<p>1. 2. 3. 4.</p>
<p>How do you test, track and measure results for the ways in which you KEEP customers?</p>	
<p>Is this the strongest area for you (selecting between Finding, Getting, Keeping and Growing)? If not, why not?</p>	
<p>Which activities that you perform to KEEP customers produce the best results? Why?</p>	
<p>Which activities that you perform to KEEP customers produce the worst results?</p>	
<p>Which activities to KEEP customers should you do more of?</p>	
<p>Which activities to KEEP customers should you do less of?</p>	

After completing this form, you should understand more clearly how you are going to KEEP customers in the future.

Next, analyze how you go about GROWING customers:

<p>What activities do you undertake to GROW customers?</p>	<p>1. 2. 3. 4.</p>
<p>How do you test, track and measure results for the ways in which you GROW customers?</p>	
<p>Is this the strongest area for you (selecting between Finding, Getting, Keeping and Growing)? If not, why not?</p>	
<p>Which activities that you perform to GROW customers produce the best results? Why?</p>	
<p>Which activities that you perform to GROW customers produce the worst results?</p>	
<p>Which activities to GROW customers should you do more of?</p>	
<p>Which activities to GROW customers should you do less of?</p>	

Following this analysis, you now should be clearer about how to more effectively grow customers.