

"Promoting 'There'"
A Comprehensive Guidebook

Part I

1. Why does the customer ("there") come to you?
2. What percentage of the volume of your business does "there" contribute?
3. Why do they come to the business? Why?
4. Why is "there" important to your business?
5. What does the business provide them?
6. Why is this particular customer ("there") more important than others?
7. Why does "there" deserve special treatment?

Part II

1. Why does "there" go to the business more often than other people?
2. How does "there" receive special treatment?
3. What can you do to make "there" come back to the business?
4. What is "there's" favorite product? How do you keep him/her interested?
5. What percentage of the total business ("there") generates?
6. Why is "there" important?

Part III

1. What does "there" do differently than regular customers?
2. What additional services/offerings does "there" expect from the company?
3. What products/services does "there" consider purchasing from another business? Why?
4. Why does "there" buy from another business so much? Does this provide you with clues?
5. What is "there's" favorite business? Why?
6. What is "there's" favorite book?