



The Exact Expertise to
Ignite and Sustain Performance™

LSA Global | White Paper



The exact expertise to ignite and sustain performance™

Productivity and the Ideal Client

We all love working with our Ideal Clients. They value what we offer, communicate well, are forward thinking and reasonable, have a good sense of humor, and will give the time, money, and resources to make our projects successful.



When we have an Ideal Client (IC), our sales time collapses, productivity soars, deals are larger, and these Ideal Clients are thrilled to refer us to other ICs—never to a P.I.T.A. (pain in the a**).

Create a crisp profile of your IC so that you can recognize perfect opportunities when they arise. These ICs are those you want to serve and the ones you will bend head over heels for. Think of yourself as a sketch artist: the more color, lines, and detail you present, the easier it will be for others to recognize and identify with your IC and refer them to you.

For some salespeople, being super-specific in describing their IC may feel confining...as if they're leaving good business on the table. We often think that, if we don't mention everything we offer, we'll miss a sale. The opposite is true. The more specific we are, the easier it will be for someone to refer us. You want to be recognized as the expert. Clients buy expertise, not one-size-fits-all. So be specific, targeted, and concise.

Create a description of your Ideal Client using the following categories:

1. **Industry:** Which industries do you want your clients to come from; where does your company have a track record? In which industry (or industries) are you interested in doing new business?
2. **Geography:** Where would these customers be based (regions of the United States, North America, Europe, Asia, Middle East, or Africa)?
3. **Company Size:** How large would the company you would most like to work with be and how do you measure its size (number of employees, revenue, length of time in business, or geographic coverage)?
4. **Business Unit or Function:** What group of people within the company are your ideal contacts (CEOs, CIOs, COOs, HR employees, or sales or marketing teams)?
5. **Type of Person:** What are the personality traits of your Ideal Client (a client who is responsible or dedicated or someone with integrity or a sense of humor)?



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6. **Situation/Need:** What kind of situation makes your help necessary to your Ideal Client? What keeps your IC awake at night? From a sales perspective, some ideas include:
- "We need to achieve aggressive sales growth goals."
 - "We need to transition from selling products to selling solutions."
 - "We need to better sell to executives."
 - "We need to win bigger deals."
 - "We need to drive more services revenue."
 - "My salespeople aren't performing."
 - "Our teams are not working together."
 - "We are not hiring A level sales people"
 - "We don't have enough clients."
 - "We are getting too much pricing pressure."
 - "We are losing market share to our competitors."

...you get the idea. The better you can understand your Ideal client and the key problems that you solve that keep them up at night, the more value you will add and the faster you will grow.

It's not difficult to find an IC. Ideal Clients know others just like themselves. And the IC's referral is within our reach. We get what we ask for; so ask for exactly what you want.

Sales success isn't about the number of proposals we write or the number of clients we have. It's about getting and keeping the right clients—the clients who will produce the revenue and profits we want, and those who will readily refer us to others just like themselves.

In asking for and receiving referrals from your Ideal Clients, you'll be in touch with exactly the people you want to meet and who want to meet you. You will see that you can actually have fewer leads and get more business. Your biggest challenge will be managing the follow-up on your new ICs. Now, there's a productive and exciting way to spend sales time!

About LSA Global

Since 1995, LSA has helped organizations create and maintain distinct competitive advantages through human capital. We work with leading organizations to drive success through their people and the strategies, structures, systems, and processes that attract, inspire, develop, and retain top talent. Our solutions focus on the areas of:

- Sales Revenue Growth
- Leadership and Management Performance
- Project Management Performance
- Human Resource Performance
- Strategy Execution and Transformation
- Customer Service, Satisfaction, and Loyalty

We believe our clients' success in the marketplace is realized through increased revenue, decreased costs, and higher productivity. We are fiercely devoted to the success of our clients and proud that over 85% of our business comes from repeat business with satisfied clients and that we have a 97%+ customer satisfaction rating.



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