

## Business Quadrants - Whom do you sell to?

Is your business a Personal Services Company or a Business Services Company?

Why is this important? Sometimes we use a shot gun approach to bring in business. Any business from any source is great, but it's not an efficient use of your efforts, time or financial resources. By identifying which market segment is your strongest, most advantageous, top priority you will then structure your advertising, website, business cards, brochures, flyers, phone calling efforts, mailings, meetings, appointments, networking Power Partners, etc. all within that quadrant maximizing your money and your efforts.

### *Personal Relationships*

Personal to Personal	Personal to Corporate
Corporate to Personal	Corporate to Corporate

### **Business Firms/Corporate Relationships**

You may sell to more than one category. One may be predominant. If so, this is the quadrant to focus on first.