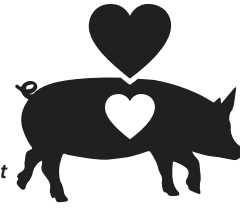


Strong Defense

Here is a Brainstorming Worksheet that will help you and your team develop a stronger sales strategy. Each Salesperson should list their strengths (at the top) and their weaknesses (at the bottom). Separate those strengths and weaknesses by how they can help retain current customers as well as closing new customers. The worksheet should be filled out by each salesperson, listing their strengths and weaknesses and filled out again listing the company's perceived strengths and weaknesses. This can be a great tool to use before a review or a Sales Meeting.



**WHAT'S YOUR
BACON?[™]**
MASTER HAPPINESS

Strengths

How will I keep my
Customers

①

How will I get
NEW Customers

②

Defense

How might I lose my
Customers

③

How might I miss out on
NEW Customers

④

Offense

Weaknesses