

Customer Identification Guide

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- Total revenue spent at your shop
Identify the top 20% + of your customers based on revenue, omitting all one-time customers. Ideally this list will be limited to customers that are active, and have been for the past 3+ years.
- Profitability
Identify the top 50% based on job profitability (types of services performed & profit per hour).
- Frequency of visits
Identify the customers that have the most number of visits during their tenure.
- The number and type of vehicles in their household
Identify the year, make & models of the vehicles.
- Location
The residence or relative daytime location of the customer
- Gender
- Approximate age of the customer
Estimate within 10-year range (under 30, 30-40, 40-50, 50-60, 60+, retired, etc.).
- Education (High school, college, Ph.D.)
If known, otherwise estimate based on their occupation (attorney, physician, accountant, etc.)
- Occupation & estimated annual income
Teacher, student, physician, factory worker, accountant, stay-at-home mom, etc.
- Sphere of Influence
If known (Local business leader, civic leader, religious or spiritual leader, etc.)
- Affiliations and/or memberships
If known (AAA, MADD, Chamber of Commerce, Rotary, country clubs, local sport teams, etc.)
- Advocate of your brand
Has referred multiple customers to you, has posted 5-star reviews, etc.
- Personality traits & areas of Interest
If known (I.e., Easy to deal with, likes to golf, travel, involved in social causes, etc.)
- Lead source
What originally caused them to choose your shop (a specific media, a personal referral, etc.)?
- Community's current ability to produce the required amount of leads
Based on the ideal customer's family size, their approximate ages and the vehicles driven
- Community's potential to continue producing the required amount of leads
Based on current or probable changes in your community, including probability of resident relocations



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