

# Source of Prospective Customers

Week Commence	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Existing Customer								
Referral								
Yellow Pages								
Newspaper								
TV								
Radio								
Sign								
Direct Mail								
Internet								
<b>Total</b>								

**ASK: How did you hear about us? /What prompted you to come here? OR: What department /extension were you after?**

---



---



---



---

**Instructions for Use:** Use for analysis of where your customers/enquires are coming from. You should put a code on each advertisement, letter or flyer with a Dept. or Ext number. For example call 09 4770490 Ext 222 may refer to Yellow Pages Ad. Ext 111 may refer to Newspaper ad on Mondays. Ext 112 may be same ad on Tuesdays. Ext 121 may refer to a different headline. Etc. etc. You can test unlimited number of things and will eventually be ONLY left with best and most effective methods to generate new business. This will save (and make) you tens of thousands of dollars and be very valuable if you sell the business, franchise and/or want to start another one. Because a LOT if not most things you'll do will be wasting money. And you/or the buyer will only keep doing the things that give you the best results.