

	Product 1	Product 2	Product 3	Product 4	Product 5	Referral
Customer A						
Customer B						
Customer C						
Customer D				Told 3/99		
Customer E						

**Notes:**

- 1 Millionaire businessman turned business guru, Peter Thomson, who is also Chairman of the British Business Consultants and Trainers Academy ('BBCTA'), describes this simple windows of opportunity ('WOO') chart as the most powerful business tool he has ever used.
- 2 **Business building strategy 1** - Get your sales staff to take one of these charts with them on every sales call. Better still, get them to take it out at the meeting and say something like:  
 "Our customers are always disappointed if they find that they've wasted time looking for a supplier for something they could have bought from us more easily. So what we now do is use one of these windows of opportunity charts to make sure that none of our customers waste their time like that again."  
 At which point you can start telling them about the products they don't currently buy - writing the words "Told" in a square once you have told a customer about that particular product (and, where relevant, adding the date when they say they might actually be ready to buy it - as in the example above).
- 3 **Business building strategy 2** - Why not go one step further and explain to your customers - just as we have explained to you - how the windows of opportunity chart can be such a powerful business building tool for them too? That way you will be adding some real value to them and their business. And, in the process of demonstrating what a real windows of opportunity chart looks like, you'll also be able to tell them about the products that they aren't currently buying from you!
- 4 **Business building strategy 3** - For every new product you add to your range, a whole new column of windows of opportunities open up. So find creative ways to add new products. For example, why not add other people's complementary products to your range on an agency or commission basis? There are many ways of doing this - and most have no cost or adverse cashflow implications. For example, trainers in the BBCTA sell books and learning programmes from a BBCTA catalogue - and that means that they don't need to carry any stocks or tie up a single penny in working capital. How many complementary products would your customers gladly buy from you if only you made them available?
- 5 **Business building strategy 4** - Add a column for referrals - and use it as a prompter to identify who you are already getting referrals from, and who you need to ask again (and again!) until the referrals start to flow.
- 6 Don't dismiss the WOO chart as not being right for you because you've got too many customers or products. Peter Thomson has, for example, successfully used it with a food wholesaler with thousands of customers and products. All they did was to break the WOO chart down into manageable chunks, and each week the salesmen took a different chunk out with them on their sales calls. So, it can be done, and it does work.
- 7 Why not contact the British Business Consultants and Trainers Academy and ask for one of their FREE audio tapes on which Peter Thomson explains how to use the WOO chart in more detail. Tel 01926 339901.

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