

Your **Clients'** Shoes – The Shoes that Matter!

1-Page Tool

The Know Your **Client** Tool*

Name of Your **Client**: _____ [the **Person's** name]

Result Desired by Your Client	Within next 90 days?	Within next 3-5 Quarters?	If there were no constraints?
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.

Source: adapted from 'Stop Selling & Do Something Valuable', Steve Walmsley (2007)