

# Episode 6 - Worksheet

## UNDERSTANDING YOUR IDEAL CLIENT



Name

Date:

1. Why is it important to understand your ideal client in sales? Provide at least two reasons.

---

---

---

2. What are some key aspects to consider when defining your ideal client? List at least three factors.

---

---

---

3. Briefly explain how understanding customer behavior can benefit companies in serving their ideal clients.

---

---

---

4. Describe what a Unique Selling Proposition (USP) is and its significance in sales.

---

---

---

# Episode 6 - Worksheet

## UNDERSTANDING YOUR IDEAL CLIENT



Name

Date:

**5.** Choose one of the engagement strategies mentioned in the lesson and explain how it can help in building relationships with ideal clients.

---

---

---

**6.** Reflecting on the lesson, what are some actionable steps you can take to better understand and engage with your ideal clients in your own sales efforts.

---

---

---