

Touchpoint Management

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Time Management

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"It is not enough to be busy. The question is, what are we busy about?"  
– Henry D. Thoreau, Business Philosopher

Your Personal Brand

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"All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You."  
– Tom Peters in Fast Company

My Commitment

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"When it is all said and done, there is often more said than done."  
– Vince Lombardi, Former Football Coach

FOLLOW UP AND  
RELATIONSHIP MANAGEMENT

Relationships for Sales Success

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Follow up

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"Diligent follow up is what sets you apart from the crowd and communicates excellence."  
–Unknown

Referrals

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"Keep in touch with those who matter to you, not because it is convenient, but because they are worth the extra effort."  
–Unknown

# HAKKASAN \* GROUP

## Data Quality

- First Name
  - How client likes to be addressed and viewed on emails
- Last Name
  - As it appears on their IDs; no extra coded information
- Phone Number
- Email Address
- Type and Class
  - On the very first line of the notes field, include both
  - Example: Type: Client; Class: VIP

## Type and Class of Customer

- Client – Someone who gets bottle service
- Client VIP – Clients who spend more, come in more often, or come with a better looking group of people
- Feeder – Someone who sends you clients and guest lists
- Feeder VIP – Someone who sends more clients and guest lists than average; the ones you can count on in a pinch
- Guest – Someone who comes to the club, but doesn't get bottle service and doesn't send you business
- Guest VIP – Guests who are more important than the average guest because of their status in town, guests of important client/feeder, their personal importance to you, etc.
- Guest VIF – Good-looking girls that you can count on for girl comps or to come hang out with your big clients

## Types of Touchpoints

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## Prioritization

- A: Client VIP/Feeder VIP (10% of contacts)
  - Highest spend and repeat visits – more than \$35,000 and/or 4 visits per year
  - 12 touchpoints – 4 meetings, 2 events, 6 check-ins
- B: Client/Feeder (25% of contacts)
  - More than \$15,000 and/or 2 visits per year
  - 8 touchpoints – 2 meetings, 1 event, 5 check-ins
- C: Guest VIP/Guest VIF (30% of contacts)
  - Includes new customers
  - 4 touchpoints – 1 meeting/event, 3 check-ins
- D: Guests (35% of contacts)
  - 1 touchpoint – 1 check-in

## Touchpoint Plan

	MEETING	EVENT	CHECK-INS
A			
B			
C			
D			

"One of the challenges in networking is everybody thinks it's making cold calls to strangers. Actually, it's the people who already have relationships with you, who know you're dedicated, smart, a team player, who can help you."

– Reid Hoffman, Internet entrepreneur

"Setting goals is the first step to turning the invisible into the visible."

– Tony Robbins, Motivational Coach