PRACTICAL RESOURCE / STARTUPCOACH

First Customer Plan

startupcoach.cc

Your First-Customer Plan

A small working process, not a lead or revenue guarantee.

Offer

Customer:

Problem:

Deliverable:

Boundary:

Relevant People / Channels

Why this person or channel is relevant:

A useful thing to share:

An appropriate invitation:

Permission and channel rules to check:

Conversation Record

Date:

Context:

What the person actually said:

Questions / objections:

Next agreed action:

Owner:

When a follow-up would be appropriate:

Keep Different Things Separate

Enquiry:

Qualified opportunity:

Proposal:

Agreement:

Cash received:

Review

What is clearer about the customer?

What is unclear about the offer?

What should change before more outreach?

Educational template. Adapt to your circumstances; no business outcome is guaranteed.