



# Customer Worksheet

Use this sheet for every customer. By knowing who your customers are and why they bought from you will help you determine who their competitors are and what might help you sell to them. Chances are they may need your products or services as well.

## Notes on Customers

Customer Name: \_\_\_\_\_

Description of the customer's business: \_\_\_\_\_

\_\_\_\_\_

Product or Service Purchased: \_\_\_\_\_

\_\_\_\_\_

Why did they buy from you? \_\_\_\_\_

\_\_\_\_\_

## 10 Competitors (of your customer)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_