**EXERCISE: Create Your Sales Opportunity Matrix.**

Identify your windows of opportunity using the matrix below

**Products and Services**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | *Product/Service 1* | *Product/Service 2* | *Product/Service 3* | *Product/Service 4* | *Product/Service 5* | *Product/Service 6* |
| *Customer A* |  |  |  |  |  |  |
| **Customers**  *Customer B* |  |  |  |  |  |  |
| *Customer C* |  |  |  |  |  |  |
| *Customer D* |  |  |  |  |  |  |
| *Customer E* |  |  |  |  |  |  |