

SWOT 2

List your goals and objectives for 2024:

- **Revenue**

- **number of clients**

- **types of engagements**

1. Identify current market

2. Identify current targets

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3. Identify current clients – determine best/worst clients and criteria for determination

4. Identify current services and current products (if applicable)

5. Define the current sweet spot(s)

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6. Define the current problematic spot(s)

7. Identify current sales revenues – in total, by specific client

8. Define the current sales and/or business development process – who is contacted, how, time required to close the sale

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9. Define pricing and how it is determined for both services and or products (if applicable)

10. Identify current resources

Notes: