NEED TO KNOW

"What do I need to know about my client data base?" you ask.

Individual

1. Favorite sports teams
2. Favorite participant sport
3. Type of car owned and liked most (may be different)
4. Type of pet
5. Hobbies (special interests that are done with passion)
6. Favorite magazine
7. Favorite movie
8. Last books read (both enjoyment and personal development)
9. Leisure activities (weekend things)
10. Last vacation - where? why? Next vacation - where? why?
11. Courses taking now - personal development
12. Favorite Restaurant
13. Favorite Food
14. Last seminar attended
15. Office status symbols - note and discuss awards or unique items.

Personal

16. Prime goal - personal
17. Awards won
18. Hometown
19. Birthday
20. Present place of residence
21. Marital status (name of significant other)
22. Prejudices
23. Key views on important issues
24. Type of humor (if any)
25. How he or she got started in business
26. How he or she got started in their career
27. College(s) attended
28. Country Club member of
29. Other places lived
30. Other places worked
31. Belief or faith

Family

32. Number of kids (in school? which one? studying what?)
33. Children's achievements
34. Children's activities

Business

35. **Prime goal - business (biggest issues)**
36. **Biggest competitor**
37. **Trade publications read**
38. **Trade association involvement**
39. **Civic/community organization involvement**
40. **Previous personal experiences and dealings with your type of product**