

DEFINE & MEASURE YOUR MARKETPLACE MISSION FIELD

John 4:35 ...Look at the fields, for they are already white for the harvest.

Employees or Co-workers

- _____ active employees/co-workers
- _____ people who apply to work for us – but we don't hire

Suppliers

- _____ those we buy from
- _____ those we do not buy from
- _____ Service suppliers ie: phone, courier, power, copiers etc.

Customers

- _____ those who buy from us now
- _____ those we solicit but are not able to sell
- _____ those who see our advertising, receive our literature etc.

Competitors and trade associations

- _____ we refer business to them or they to us
- _____ we meet them at Trade shows or conventions
- _____ we belong to Industry organizations with them

Others

- _____ our non-Christian business neighbors
- _____ friends that we have made because of business
- _____ professionals: your lawyer, banker, accountant, landlord etc.
- _____ printers, outside contractors, insurance brokers etc.

Grand Total _____ (then multiply by 3 to account for families)