

90-Day Customer Acquisition & Growth Planner

A practical planning tool to organise your next 90 days of growth activity. It does not generate a complete strategy for you — it gives you a structured way to think one through.

Section 1: Current Position

- Where does your sales position stand today?

- Who are your main customer groups?

- What are your current acquisition channels?

- What are your major sources of new business today?

Section 2: Your 90-Day Objective

- What is your primary commercial objective for the next 90 days?

- Which customer segment is the priority?

- What enquiry/order outcome would count as success?

Section 3: Acquisition Activities

- What are your lead sources?

- What weekly outreach will you commit to?

- How will you actively encourage referrals?

- What digital visibility activity will you run?

- Who owns follow-up responsibility?

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Section 4: Weekly Tracking

Track these every week for the full 90 days:

Week	New Enquiries	Qualified Opportunities	Quotes Issued	Follow-Ups	Orders Won	Repeat Purchases	Referrals
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							

Section 5: 30 / 60 / 90-Day Reflection

- What appears to be working?
- What appears to be producing little value?
- Where are opportunities being lost?
- What requires closer investigation?

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