



Acquisition circle

Who/Where

Now bring together all the contacts and places that you have named in the different categories in the acquisition circle on the right. You are the center of attention.

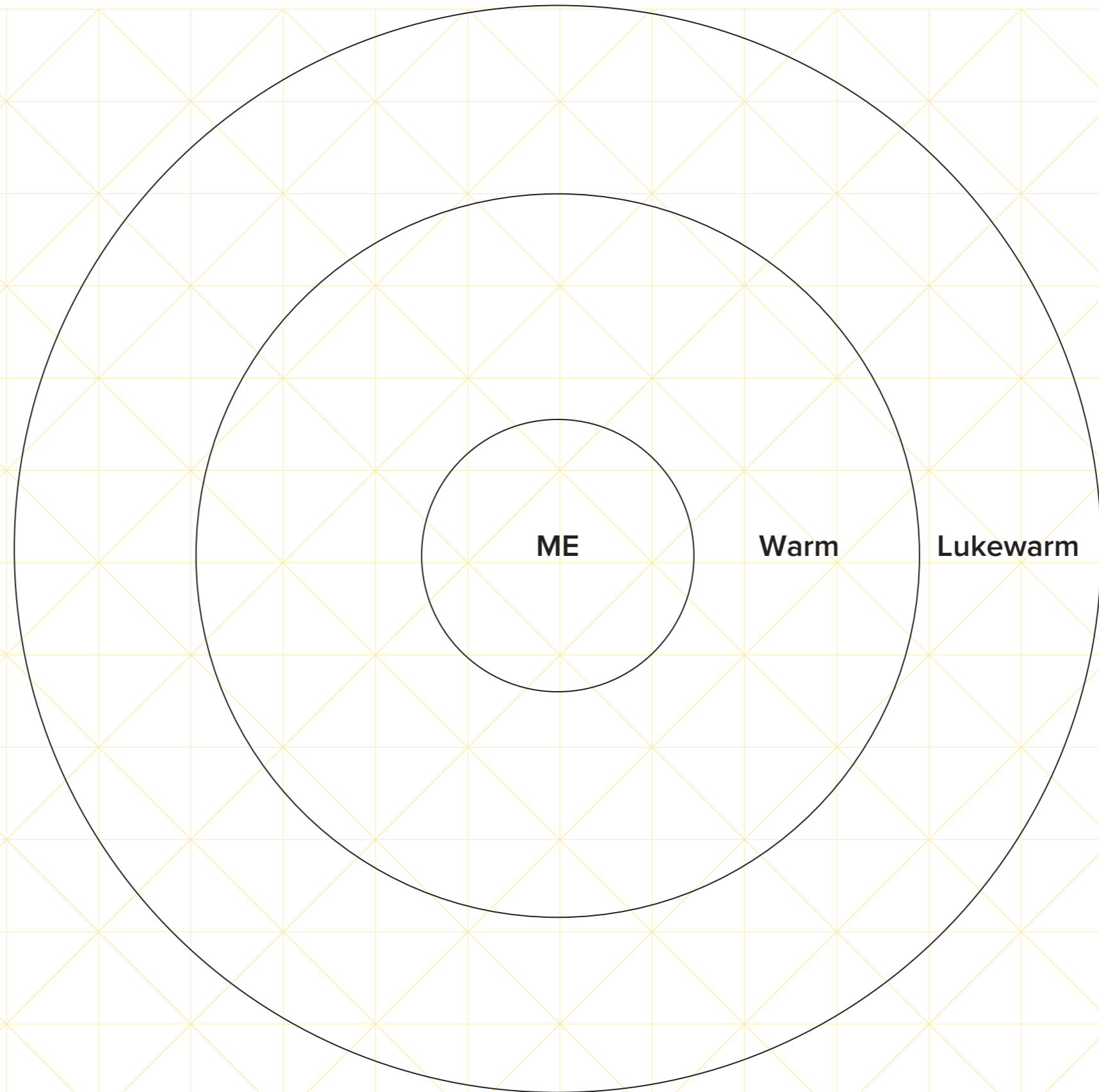
The first circle is warm. Those are people and places you know well.

The second circle is lukewarm. These are people and places with which you have a connection but indirectly.

The outer circle is cold. These are people and places that you know by name but with which you have no connection yet.

To see how you can use this acquisition circle in step 4 of the book CBM, it is also important to know how the connections in your acquisition circle communicate.

So also make an inventory of how all these people/places communicate: what is their language, what platforms do they use. How do they interact? Which channels do they use?



Forms of communication

Which platforms/channels

How do they interact

