

Sally Davis Berry

80/20 Principle Worksheet for Tourism Pros

Exercise #1 Customers.

List your top 10 customers

- 1.
- 2.
3. Top Tier
- 4.
- 5.
6. Middle Tier
- 7.
- 8.
9. Future Growth possibilities
- 10.

Follow up in the next 10 days

1. Call your top customer
- 2.
- 3.

The Eisenhower Matrix

	URGENT	NOT URGENT
IMPORTANT	Q1 DO NOW	Q2 DECIDE WHEN TO DO IT
NOT IMPORTANT	Q3 DELEGATE IT AWAY	Q4 DELETE IT

waitbutwhy.com

Exercise #2 Staff.

1. What is THE ONE most important thing each staff member must to in order to make your business more successful?
2. What jobs take up their time that could be done by someone else?
3. Where can you find additional help?

Exercise #3 You.

1. What would you do if you had more free time?
 - a.
 - b.
 - c.

2. What new skill would you like to acquire within the next year?

Additional resources

[The 80/20 Principle- Richard Koch](#)

[80/20 Sales and Marketing – Perry Marshall](#)

[The 80/20 Manager - Richard Koch](#)

[Living the 80/20 Way – Richard Koch](#)

<http://sallydavisberry.com/the-8020-rule-and-tourism-sales/>

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