

## Business Development - The Magic Matrix



		Products & Services																			
		Product 1	Product 2	Product 3	Product 4	Product 5	Product 6	Product 7	Product 8	Product 9	Product 10	Product 11	Product 12	Product 13	Product 14	Product 15	Product 16	Product 17	Product 18	Product 19	Product 20
Customers or Vertical Markets	A company																				
	B company																				
	C company																				
	D company																				
	E company																				
	F company																				
	G company																				
	H company																				
	I company																				
	J company																				
	K company																				
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	M company																				
	N company																				
	O company																				
	P company																				
	Q company																				
	R company																				
	S company																				
	T company																				

Opportunities

- Key
- Y Customer already buying
  - P Customer not buying
  - N Customer will never buy

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Opportunities 0 #####