**Things to Do This Month to “Think Ahead” of My Client**

1. Research industry knowledge/trends:
2. Any regulatory/political issues affecting my client’s industry/products/services:
3. Any really innovative new developments in the industry (who, what, when, where and why):
4. What their competitors have done recently (marketing, new products, positioning, etc.):
5. Opportunities to reposition or move the client ahead of competitors:
6. Remarks I’ve gathered from their customers:
7. Remarks I’ve gathered from the Channel (distributors, salespeople, retailers):
8. Ways current projects/assignments might be enhanced to achieve greater success:
9. Can we do something more efficiently or cost-effectively?
10. New insights and suggestions: