		ŀ	Key Accou	ınt Ma	nagemen	t Fori	n			
				Data		7				
				Date:		_				
	AE				Account					
	AE Phone				Agency					
	AE Email				Category					
	Fig sial Obio		THIC VD			١.	IEVE VD			
	Financial Obje	ectives	THIS YR.				IEXT YR.			
	<u>. </u>							<u> </u>	<u> </u>	
	Based uno	n the buy	ver style of the	decision m	naker identify	opportun	nities or c	hallenges	· ·	
					iditor, idontiny	оррогии				
	Op _l	portunitie	es				Challeng	jes		
			4 People V	Vho Dri	ve This Ac	count				
			_							
Coach			Title		Style	Relatio 1	nship Sta 2	ige 3	4	T_
						<u> </u>	2	3	4	5
		What I	will do to move t	this person	to the next Rel	ationship	Stage:			
										- ' _
Decision Maker		Title	<u> </u>	Style	Relationship Sta		ige 3	4		
						<u> </u>		3		5
		What I	will do to move t	this person	to the next Rel	ationship	Stage:			٦ .
Influer	ce/Technical Buy	er	Title		Style	Relatio 1	nship Sta 2	ige 3	4	
									4	5
		What I	will do to move t	this person	to the next Rel	ationship	Stage:			7
										_
Blocke	er		Title		Style		nship Sta 2	ige 3	A	
						1	2	3	4	5
		What I	will do to move t	this person	to the next Rel	ationship	Stage:			7

What probl	ems or unmet opportunities do I know, or think the client h	nas?	
	Duckleys Overstiens I Will Ack		
Contact	Problem Questions I Will Ask		
	Problem Questions		
Contact	Problem Questions		
Contact			
	Problem Questions		
	ACTION PLAN		
Actions Must Be Me	asurable, Obtainable and Time Bound		Completed by:
NEXT "5" DAYS			
NEXT O DATO			
NEVT 1001 T 120			
NEXT "20" DAYS			
NEXT "60" DAYS			

4 People Who Drive This Account									
Coach	Title	Style	Relatio	nship Sta	age				
			1	2	3	4	5		
What	t I will do to move this pe	erson to the next Rel	ationship S	Stage:			1		
Decision Maker	Title	Style	Relatio	nship Sta	age				
		•	1	2	3	4	5		
What	t I will do to move this pe	erson to the next Rel	ationship S	Stage:			1		
Influence/Technical Buye	Relatio	Relationship Stage							
				_	_				
			1	2	3	4	5		
What	t I will do to move this pe	erson to the next Rel			3	4	5		
			ationship S	Stage:		4	5		
What	t I will do to move this pe	erson to the next Rel	ationship S			4			
Blocker	Title	Style	ationship S Relatio	Stage: nship Sta	age	<u> </u>	5		
Blocker		Style	ationship S Relatio	Stage: nship Sta	age	<u> </u>			
Blocker	Title	Style	ationship S Relatio	Stage: nship Sta	age	<u> </u>			