

# Account Strategy

Account Name:

<b>Goal</b>	Enter your long-term goal for this account- Include statement value of relationship with you and your company to account. What is the value of achieving this goal to you and your company?
<b>Sales Objective</b>	List the elements of your projected solution based on current knowledge. Include products and services in your objective. What is the estimated value of the solution? When do you plan to close the order?
<b>Competitive Strategy</b>	List the strengths and weaknesses of your solution and your company. Compare your company and projected solution to the key competitors. What is your competitive strategy? (frontal, fragment, defend, flanking, or developing)

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Below list the critical things that you or the customer must do for you to close the sale:

Activity	Customer Contact	Proposed Date	Actual Date	Resources Required	Comments