TOUGH TIMES TARGET ACCOUNT PLANNER

| General Information: | | |
|---|--------|--|
| Target Account: | | |
| Main Contact: | Phone: | |
| E-mail: | | |
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| To complete this Tough Times Target Account Planner, refer to Selling Through Tough Times (pp. 106-109) | | |
| Target Summary: | | |
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| Constant Marines | | |
| <u>Small Wins</u> : | | |
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TOUGH TIMES TARGET ACCOUNT PLANNER

| <u>Decision-Maker Profile</u> : |
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| Decision Maker Freme. |
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| Competitive Analysis: |
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| <u>Discovery</u> : |
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TOUGH TIMES TARGET ACCOUNT PLANNER

| Persuasion: | | |
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| Additional Notes: | | |

CALL RECORD

| Date | Objective | Results / Follow-up |
|------|-----------|---------------------|
| Daie | Objective | Results / Tollow-up |
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