

TOUGH TIMES TARGET ACCOUNT PLANNER

General Information:

Target Account: _____

Main Contact: _____ Phone: _____

E-mail: _____

To complete this Tough Times Target Account Planner, refer to *Selling Through Tough Times* (pp. 106-109)

Target Summary:

Small Wins:

TOUGH TIMES TARGET ACCOUNT PLANNER

Decision-Maker Profile:

Competitive Analysis:

Discovery:

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Persuasion:

Additional Notes:

