

Date: _____		Salesperson: _____	
Account/Prospect: _____			
Current Volume: _____		Total Potential Volume: _____	
Product/Service	Sales Revenue/Units	Close Date	
Single Sales Objective:			

Competition: _____			
My Position vs. Competition:	Only Alternative	Front Runner	Other
Place in Sales Funnel:	Universe	Above	Below
Timing for Priorities:	Urgent	Active	Waiting

BUYING INFLUENCES ROLES E = Economic U = User T = Technical C = Coach	DEGREE OF INFLUENCE H = High M = Medium L = Low	MODE G = Growth EK = Even Keel T = Trouble OC = Overconfident	NOTE: Win-Results Statement: a short statement of the personal influence attains when important measurable business results are achieved.
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BUYING INFLUENCES INVOLVED Name, Title, Location	ROLE	DEGREE OF INFLUENCE	MODE	BUYING INFLUENCE'S KEY WIN - RESULTS Win-Results Statement

SUMMARY OF MY POSITION TODAY	POSSIBLE ACTIONS A good sales strategy leverages Strengths and reduces or eliminates Weaknesses
STRENGTHS:	