Deal Management Worksheet

DEAL MANAGEMENT							
Account Name			**Account Manager**			**Date**	
Sales Objective					**Close date**	**Potential $**	

Contact Name	Title	Buyer Type Ec, U,T,C	Urgency M, T, ES, CE	Attitude -5 to +5	Organisational Needs Profit-Productivity-Image	Personal Needs Power-Achievement-Recognition-Affiliation-Order-Safety

Describe Business Problem:	**Benefits of Potential Solution:**
Dollar Cost:	**Dollar Benefit:**

Buyer Type: Ex – Executive, U – User, T – Technical, C – Financial
Urgency: M – Mandate from Superiors, T – Team Member but not leader, ES – Economic Stakeholder, CE – Career Enhancement
Attitude: -5 openly opposed to +5 Inside champion

Deal Management Worksheet

Strengths	Weaknesses	Actions
Opportunities	**Threats**	