

	Account Name:			Sales Person:				
				Account owner:				
Key Contacts: (Booker, Agent, Decision	Maker, CEO, VP M	arketing. S	Sales, Purc	hasing)				
		_						
Known			To Know					
1 - 2 - 3 - 4 -			1 -					
2 -			2 - 3 -					
3 - 4 -			3 - 4 -					
·		I						
OBJECTIVES								
	Ohio ativo O			Objective 3				
Objective 1	Objective 2	Objective 2		Objective 3				
Strategies	Strategies	Strategies			Strategies			
1 -	1 -			1 -				
2 -	2 -			2 -				
3 -	3 -			3 -				
REVENUE PLAN:								
	Last Year		This Year		Plan Year			
Rooms			1					
Conference								
Entered to								
Events								
	-							
REVERSE SWOT ANALYSIS								
REVERSE SWOT ANALYSIS		Threats	S					
		Threats	S					
REVERSE SWOT ANALYSIS		Threats	3					
REVERSE SWOT ANALYSIS		Threats	5					
REVERSE SWOT ANALYSIS		Threats	3					
REVERSE SWOT ANALYSIS		Threats	8					
REVERSE SWOT ANALYSIS		Threats	S					
REVERSE SWOT ANALYSIS		Threats	5					
REVERSE SWOT ANALYSIS		Threats	5					
REVERSE SWOT ANALYSIS  Opportunities								
REVERSE SWOT ANALYSIS		Threats						
REVERSE SWOT ANALYSIS  Opportunities								
REVERSE SWOT ANALYSIS  Opportunities								
REVERSE SWOT ANALYSIS  Opportunities								
REVERSE SWOT ANALYSIS  Opportunities								
REVERSE SWOT ANALYSIS  Opportunities								



## TO DO's - Tactical Action Plan - to implement Strategy

What	Why	Who	When	Cost	Outcome