



Account Name:

Sales Person:

Account owner:

Key Contacts: (Booker, Agent, Decision Maker, CEO, VP Marketing, Sales, Purchasing)

Known
1 -
2 -
3 -
4 -

To Know
1 -
2 -
3 -
4 -

OBJECTIVES

Objective 1	Objective 2	Objective 3
Strategies	Strategies	Strategies
1 -	1 -	1 -
2 -	2 -	2 -
3 -	3 -	3 -

REVENUE PLAN:

	Last Year	This Year	Plan Year
Rooms			
Conference			
Events			

REVERSE SWOT ANALYSIS

Opportunities	Threats
Strengths	Weakness

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

What	Why	Who	When	Cost	Outcome