

POTENTIAL ANALYSIS FORM

Company Name		
Account Manager		
Account Status		
ID Number(s)		
Head Office	Address	
	Switchboard	
	Main Fax	
	Intranet Site	
	Intranet Site Contact	
	Company Newsletter	
	Newsletter Contact	
	Chief Exec/Chairman	
	Managing Director	
	PA to MD	
	Finance Director	
	HR Director	
	Key Contact	Name
Position		
Address		
Direct Tel		
Direct Fax		
Email		
Mobile		
	Other Info	
Other Contacts		
Industry Type		
Background of Company		
No of Employees		
Annual Turnover		
Subsidiary Company Names		
UK Offices		
Overseas Offices		
Main Competitors		
Travel Policy, Budgets and Strategy		
Commissionable or Net Rates		
Is Travel Policy Mandated		
Annual Travel Expenditure		
Annual Hotel Expenditure		
Agent (if applicable)	Agent Name	
	Address	
	Switchboard	
	Main Fax	
	Manager of Branch	
	Account Manager	
	Web/Email Address	
GDS Info	Loaded Yes/No	
	Pseudo Code	
	Rate Access Code	
Decision Making Process		
Criteria for Choosing Hotels		

POTENTIAL ANALYSIS FORM

Preferred Hotel Chains	
Booking Method	
Booking Patterns	
For What Purpose are Hotels Used	
Key Destinations and Volumes	
Competitors Used in Key Destinations	
Meeting/Banqueting Requirements	
BHI Account Mgr/Director	
Other Comments	
Date Updated	