

The competition is likely to			
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We want			
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Relationship development			
Who	What	I need...	How

The growth opportunity summary								
Opportunities - defend existing business								
What	Value	Cost to me	Ease of selling	I need...	How	Selected		
Opportunities - grow existing business								
What	Value	Cost to me	Ease of selling	I need...	How	Selected		
Opportunities - win new business								
What	Value	Cost to me	Ease of selling	I need...	How	Selected		
Total value of potential new business								
Total selected potential new business								
Total potential growth %								
Total selected growth %								
Our Growth Objectives								
	Q1		Q2		Q3		Q4	
	Target	Projection/ Actual	Target	Projection/ Actual	Target	Projection/ Actual	Target	Projection/ Actual
1. To								
2. To								
3. To								
4. To								

Our action plan					
Action Plan	What	Resources	Who	When	Done
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