KA name Web site					Last update									
Summary of our business with the KA Their														
Sector/product			Us			Competitor 1			Competitor 2		etc	Total	category share	Change
Revenue		Share	Change	Revenue	Share	Change	Revenue	Share	Change		Spend	snure		
Tota	ı													
Notes, reasons and implications														
Our recent business history														
						Our red	won	nistory						
							17011							
What							Why							
							Lost	T						
14/1														
What							Why							
Implications														
				1		ı	important m							
Nam	e	Tit	tle	Respons	ble for Interested in			Attitude to us			Our contact			
Implicat	tions													
					The	e main drivers	which will in	npact our gro	wth					
KA Name							Date of la	ast update						
Situation Summary Assessment - with respect to this Key Account														
The Key Accou														
Objective 1			Plans			Needs			Concerns			So what?		
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6														
The market is likely to														
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The competition is likely to												
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We want												
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Relationship development												
Who		Wh	nat		I ne	ed		How				
			The growt	h opportunit	y summary							
Opportunities - defend existing busines	s											
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 Obje	ctives							
					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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