

ACCOUNT ANALYSIS

ACCOUNT \_\_\_\_\_

ADDRESS \_\_\_\_\_

BUYER \_\_\_\_\_

OTHER \_\_\_\_\_

CONTACTS \_\_\_\_\_

CALLING DAYS AND TIMES \_\_\_\_\_

ANNUAL

VOLUME \_\_\_\_\_ EMPLOYS \_\_\_\_\_ CREDIT LIMIT \_\_\_\_\_ D&B \_\_\_\_\_

HISTORICAL

PURCHASES 19\_\_\_\_/\$\_\_\_\_\_ 19\_\_\_\_/\$\_\_\_\_\_ 19\_\_\_\_/\$\_\_\_\_\_

19\_\_\_\_/\$\_\_\_\_\_ 19\_\_\_\_/\$\_\_\_\_\_ 19\_\_\_\_/\$\_\_\_\_\_ 19\_\_\_\_/\$\_\_\_\_\_

COMPETITOR PROFILE AND PRESENCE IN ACCOUNT INVENTORY: \_\_\_\_\_

PROBLEMS AND OPPORTUNITIES: \_\_\_\_\_

STRATEGIC APPROACH: \_\_\_\_\_