

CUSTOMER DEVELOPMENT PLAN

Company:

Date:

CUSTOMER PROFILE: What do they want?

Company vision:

Long-term goals:
Short term goals:

Market trends:

Biggest challenges:
Biggest opportunities:

Business strategies:

Innovation priorities:
Operational priorities:

Performance targets:

RELATIONSHIP PROFILE: How do we sell to them?

Account leader:
Team members:

Account history:
Competitors:

Strengths:
Weaknesses:
Threats
Opportunities:

Contacts	Importance	Engagement
<i>Decision makers</i>		
<i>Evaluators</i>		
<i>Approvers</i>		
<i>Influencers</i>		

CUSTOMER PROPOSITION: What can we offer?

Customer project:
Project owner:

Job to be done:

Pains:
Pain relievers:

Gains:
Gain enhancers:

Products to offer:

Other activities:

Benefits:
Value impact:

Communication:

RELATIONSHIP PLAN: What will we do to win together?

Sales targets	1 year	3 year	5 year
<i>Volume</i>			
<i>Revenue</i>			
<i>Profit</i>			

Pipeline:

New projects:

Action Plan	What	Who	When
-------------	------	-----	------