

Key Account Annual Growth Plan

Key Account		Account Manager	
Their biggest need(s) right now...			
How I know these needs to be true...			
How recently I learned about these needs...			
How I have already responded to these needs...		How often the client has bought my ideas/solutions...	
<p>How I might respond next to this client's needs?</p> <ul style="list-style-type: none"> ○ Think about a logical follow-up to the last Assignment. ○ Look for ways to use our resources and capabilities to improve their return on investment. ○ Consider developing some Preliminary Ideas. ○ Use online, text, social, search, or other interactive/digital capabilities to connect the advertiser with consumers. 			
When should I conduct another Needs Analysis to stay current on their needs?			
When should I conduct an evaluation of their most recent campaign?			

Depth of Contact: The Decision Maker and the Decision Influencers

- For **Role**: **DM** = Decision Maker, **U** = User Influencer, **T** = Technical Influencer, **C** = Coach Influencer
- Rate your **Access** and their level of **Support** for you
 A = Outstanding B = Good C = Fair D = Questionable F = None

[illegible]

Force-Field Analysis

HELPING FORCES >>>>>>>>>>>>>>>>>>>>>>>>>>>>	<<<<<<<<<<<<<<<<<<<<<<<<<<<< HINDERING FORCES ☹️
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My three most important objectives/goals for this account in (Choose Year):

A		
B		
C		
Last Year Actual \$	Current Year Projected \$	Next Year Goal \$

ACTION STEPS

The five smartest actions I can take, starting now, to grow this account are:

Completion date:

1	
2	
3	
4	
5	

Attach your most recent Needs Analysis Record.