

# 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"> <li>○ Think about a logical follow-up to the last Assignment.</li> <li>○ Look for ways to use our resources and capabilities to improve their return on investment.</li> <li>○ Consider developing some Preliminary Ideas.</li> <li>○ Use online, text, social, search, or other interactive/digital capabilities to connect the advertiser with consumers.</li> </ul>	
When should I conduct another Needs Analysis to stay current on their needs?	
When should I conduct an evaluation of their most recent campaign?	

