

Dimensions of Professional Selling®
Strategic Selling Plan



Account Name

Address

Phone

Description of Organization

Email

Account History

Competitive Influence

Name – Share

Activities

Reputation

Decision Influencers

Name and Title

Relationship		Motivation				Position				
		Security	Affiliation	Power	Actualization	Preferred	Shared	Peripheral	Uncertain	Negative

Assessment of the situation

Problems

Opportunities

OBJECTIVE:

Concrete, measurable result to be achieved by a specific point in time

STRATEGY:

A general course of action to be pursued to achieve the objective

Action Step-Sales Call Plans

[illegible]

Action Step-Sales Call Plans

[illegible]

Action Step-Sales Call Plans

[illegible]