



# 1-on-1 Selling™

## Account Blueprint™ Form

**Company Name** \_\_\_\_\_

**Website URL** \_\_\_\_\_

**Facebook Page** \_\_\_\_\_

**Primary Contacts** \_\_\_\_\_

\_\_\_\_\_

### **Objectives:**

1. Use all resources to learn about the company, find decision makers and influencers, and understand the company's products/services and current business strategies
2. Use online tools to find potential connections to key players inside the company

### **Primary Decision Makers and Influencers (The Players)**

- CEO (or Owner, or General Manager)
- Financial (CFO, Accounting Manager, etc.)
- IT Services (if necessary to integrate into IT or other systems)
- Department Manager
- End user(s)
- Board members (if the Board of Directors is the decision maker)

### **Corporate Structure (Who Do I Know That Can Connect Me?)**

- Business connections (My network, Chamber of Commerce, civic organizations)
- LinkedIn connections?
- Non-competitive vendors?
- Internet search information: Use Google or other search engines to find news stories about the company or key employees; look for trade journal references/articles



**Secondary Influencers (The Hidden Players)**

- Support staff
- Board members
- Consultants
- Other

**Current Products/Services (Opportunities)**

- Products/services currently used
- Current needs
- Relevant vendors (Strengths? Weaknesses?)
- Vendors under consideration (current competitors)

**Corporate Culture (How Can I Align with the Company?)**

- Corporate mission, vision, and values
- Cultural norms, business philosophy
- Current organizational goals and/or objectives
- Core marketing strategies