



Amaro Araujo

Account Plan Template			
Company name			
Company structure & history & business model			
Financial status and key figures + issues			
Company strategy + implementation / Customer's CVP to their markets / who are their main competitors			
Organogram & DMU	Organogram	Who / position in company	Position towards us
Links to other businesses of our group			
Customer Experience status or feedback	Value drivers important to customer	Willingness to pay for exceptional CVP?	Customer's BATNA
Plant locations + capacities			
Current sales to customer (BP vs actual)			
Current suppliers /supplier shares	Our share		
Strategic fit within portfolio			
Growth elements + targets			
Communication and contact plan	Smart (when, who with who, topics)		
Our or joint goals with customer	Growth aspiration, lower credit term, technical developments, use of exceptional elements, target margin, HSSE		
Action Plan	What?	Who?	When?
Critical success factors	How can we measure effectiveness of agreed action plan		



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x-cross business opportunities			
other			

Other relevant information, stakeholders, background of the plan and timeline revisions:

