

Account mapping template | 1

Add account logo here

Account information

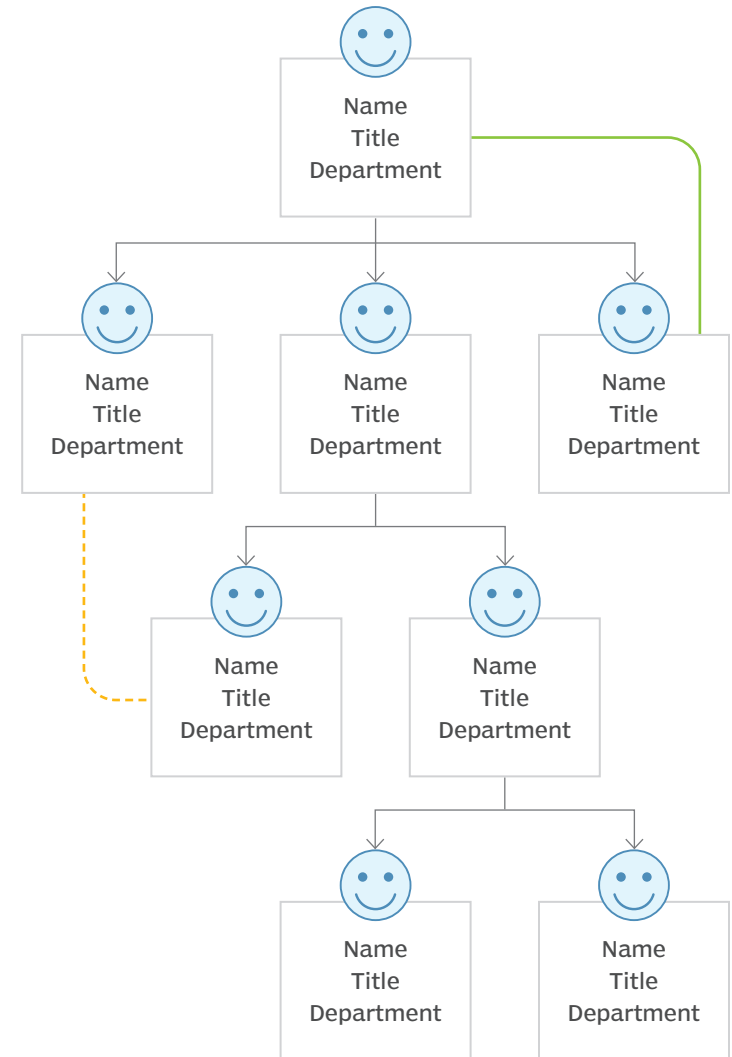
Value:

Stage:

Confidence:





Last modified by:

	Initiatives	Contacts
TARGETS	Describe key initiatives • Initiative 1 • Initiative 2	 <div style="border: 1px solid gray; padding: 5px; margin: 5px; width: 80px; text-align: center;">Name Title Department</div>  <div style="border: 1px solid gray; padding: 5px; margin: 5px; width: 80px; text-align: center;">Name Title Department</div>
DECISION-MAKERS	Describe key initiatives • Initiative 1 • Initiative 2	
EXECUTIVE SPONSORS	Describe key initiatives • Initiative 1 • Initiative 2	
BLOCKERS	Describe key initiatives • Initiative 1 • Initiative 2	



Relationship type: — Healthy — Strained — Neutral
Report type: — Direct report - - - - Non-reporting relationship

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	Initiatives	Objections/pain points	Contacts
TARGETS	Describe key initiatives <ul style="list-style-type: none"> • Initiative 1 • Initiative 2 	Describe objections/pain points <ul style="list-style-type: none"> • Objection 1 • Pain point 1 	
DECISION-MAKERS	Describe key initiatives <ul style="list-style-type: none"> • Initiative 1 • Initiative 2 	Describe objections/pain points <ul style="list-style-type: none"> • Objection 1 • Pain point 1 	
EXECUTIVE SPONSORS	Describe key initiatives <ul style="list-style-type: none"> • Initiative 1 • Initiative 2 	Describe objections/pain points <ul style="list-style-type: none"> • Objection 1 • Pain point 1 	
BLOCKERS	Describe key initiatives <ul style="list-style-type: none"> • Initiative 1 • Initiative 2 	Describe objections/pain points <ul style="list-style-type: none"> • Objection 1 • Pain point 1 	

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