

Account Discovery:

Account Name:	GPO:
Sales Rep:	
Distribution:	

Client Relationship Map:

Organization Overview:			
Role: (decision maker?)	Name, Title, Email:	Personal Wins / Concerns:	Friend/Foe:

Understanding the customer needs (challenges, opportunities, roadblocks):

Competitors and current purchasing habits:

Existing JSI Projects:

Past BIDS win/lose ratio:

JSI Identified Pain / Gains (product failures, leadtime, services, new performance criteria):

A&D firms that work with Healthcare Account: