

Key Players & Political alignment

Inner circle?:

Compelling News:

Financial Position:

Core Issues/Risks/Threats

	Opp #1	Opp #2	Opp #3
FY09 Core Opportunities			
Key Business Problem			
Confirmed?			
Stated Objectives			
Dec. Maker			
Current Solution			
Solution Vision			
Key Peer Reference Acct			
Conservative ROI			
Opp Pot # Users			
Timeframe			
Competition			

Current IT/ERP/CRM – Key Investments

Next Steps & date

Demand Gen/Value Strategy

Buying Process/Close Plan

Objective

History