Account mapping template | 1

Add account logo here

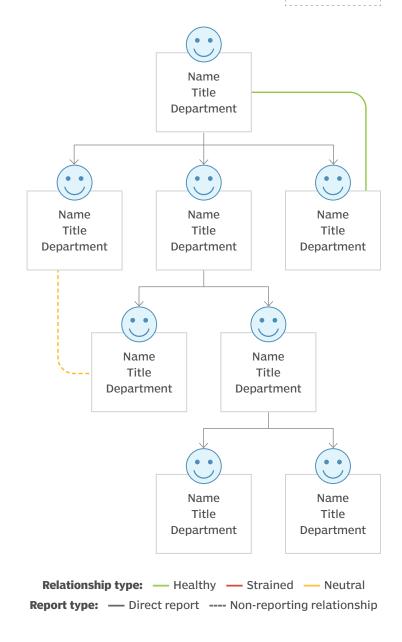
Account information

Value: Stage:

Confidence:

Last modified by:

	Initiatives	Contacts
TARGETS	Describe key initiatives • Initiative 1 • Initiative 2	Name Title Department Name Title Department
DECISION- MAKERS	Describe key initiatives • Initiative 1 • Initiative 2	
EXECUTIVE	Describe key initiatives • Initiative 1 • Initiative 2	
BLOCKERS	Describe key initiatives • Initiative 1 • Initiative 2	



	Initiatives	Objections/pain points	Contacts
TARGETS	Describe key initiatives • Initiative 1 • Initiative 2	Describe objections/pain points • Objection 1 • Pain point 1	
DECISION-MAKERS	Describe key initiatives • Initiative 1 • Initiative 2	Describe objections/pain points • Objection 1 • Pain point 1	
EXECUTIVE SPONSORS	Describe key initiatives • Initiative 1 • Initiative 2	Describe objections/pain points • Objection 1 • Pain point 1	
BLOCKERS	Describe key initiatives • Initiative 1 • Initiative 2	Describe objections/pain points • Objection 1 • Pain point 1	