



Prospect Description Form

Name/Title:	
Company Name:	
What do you sell? ...	
To whom do you sell? ...	
Region:	
Job Functions:	
# of Employees:	
\$ Assets:	
\$ Annual Sales:	
Industries:	
Precursory Events¹:	
Subsequent Events²:	
Miscellaneous:	

1. What events typically occur at your prospects' companies that trigger the need for your products or services?
2. When you are successful with a new client or customer, what events typically occur that could cause "pain" that a colleague might be able to alleviate?

