



Sun Paradise Hotels Key Account Profile

Account Name: _____

Primary Decision Maker, Name

Division/Department _____ Title _____

Address City/Province/Postal Code

Relationships:

Potential Volume

Salesperson

New/Existing

Annual Room Night \$ Potential

Current Hotel Capture %

Annual F & B \$ Potential

Priority Ranking

Decision Makers/Influence Name/Title	Area Of Influence	Key Information



Company Profile

What we know about the company/organization and its business objectives...

What we know about the client's needs, buying patterns...

Industry
Subsidiaries /Parent Company
Headquarters
Credit Rating
Private/Public
Key Competition
Key Clients
Products/Services
Short-term Goals
Long-term Goals
Mission
Major Challenges
Current Market Conditions for their Product or Services
Other Hotels
And Why
Past Experience
Our Hotel
Major Satisfiers
Major Dis-satisfiers
Opportunities



Client Profile

What we know about the clients and their objectives...

	Birthdate & place
	Hometown
	Physical Characteristics /Conditions
	Education/Where When Graduated
	Honours/Degrees
	Organizations
	College Sports /Activities
	Military Service Where/ When/Rank
	Marital Status /Spouse or Other
	Spouse Interests /Activities
	Kids Names/Ages
	Previous Jobs /Employers
	Attitude About Job/Company
	Professional Trade /Organizations /Honours
	Long Range Professional /Personal Goals
	Community/ Civic/Religious/ Political Activities
	Likes/Dislikes Preferences /Hobbies Vacation/ Recreation



Action Plan

What is our goal for this account this year? _____

What we are doing to develop the business relationship: