



City/Province/Postal Code

### Priority Ranking



## Company Profile

What we know about the company/organization and its business objectives...	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
What we know about the client's needs, buying patterns...	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

