

3C TECHNOLOGY TRAINING

Mini Account Plan
Direct Sales Responsibility:
Chosen Account



Account Basics

Account Name _____

Key Decision Makers

Account Needs

Anticipated Account Challenges

Selling Goal Relevant to 3C Technology



3C Technology 101

In your own words, describe 3C Technology:

What is the difference between the current technology and 3C technology?

What is the value to the customer when discussing 3C Technology as being:

Concentrated	Customized	Consistent



Benefits and Applications

Where do you see 3C Technology fitting in to your chosen account's business?

What applications or concepts would your chosen account be interested in?

Application or Concept	Why would the customer be interested in this?

What questions do you plan to ask your customer to better understand and answer the above 2 questions?



Pricing

What pricing structure, guidelines, or points fit with your chosen account's needs?

What questions will you ask or points will you make to help handle any pricing objections?



Competitive Dive

Which competitors could most be a threat to you relevant to 3C Technology within your chosen account?

Competitor	What threat does this competitor pose? What is this competitor currently doing?	How will you win against this competitor?

What other objections do you anticipate within your chosen account relevant to 3C Technology?

Objection	Potential Points to Handle



Differentiating Story

Specific Customer with the Chosen Account	Why would this specific customer buy 3C Technology?	What resources will you use to support the value to this specific customer within the conversation?



Best Practices

List the top ideas for best practices when selling 3C Technology:



Additional Notes



