



# SELECTION CRITERIA TEMPLATE FOR PRIORITY ACCOUNTS

Winning Big In Sales

## TEMPLATE

Use the template in conjunction with the book to select your priority accounts for transformational opportunities

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## Selection Criteria Template

The template will enable you to select the priority accounts for a transformational project.

Select the accounts which have more green responses

Template 5 – Selection criteria for priority accounts	Responses
<b>Client Questions for each account</b>	<b>Response Key</b> red = no amber = maybe green = yes
We know their strategic goals and business drivers	
We know the trends in their sector and their potential impact	
The account has grown year on year since we first had it.	
The account has profitable growth potential	
There are elements of their work that we aren't doing but we could	
They have potential future challenges or opportunities we could help them with	
We can add more value to their business	
They are financially sound, we have analysed their financial position and it meets our criteria	
They have a positive view of us	
The relationship is strong, and they are pleased with the work we do for them	
They are receptive and open to new ideas and ways of working	
We make a sound/acceptable return on the account	

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