



## **WHO**

- in their company has influence (includes decision maker) over buying
- else in their company (including divisions and related organizations) should we talk to
- is our competition

## **WHAT**

- competitive products / services do they have
- products / services can we provide them
- industry are they in
- is the size of their company

## **WHEN**

- are they considering buying
- do they need our services
- should we re-contact them

## **WHERE**

- are they in their planning
  - how big is the budget
- do they use the products / services we sell

## **WHY**

- are they buying products / services
  - what change is happening