## Prospect Analysis Sheet

Prospect name	
Does prospect make	
purchase decision?	
(If not, who does?)	
Who else is	
involved in the	
decision?	
Past purchase	
history	
1100019	
Known brand	
preferences	
preferences	
Suspected	
priorities	
Any budget	
constraints?	
Any time	
constraints?	
Other constraints of	
relevance?	
What is their most	
important	
	I .

challenge or goal right now?	

Copyright © 2000 by Alexander Hiam & Associates