

**Company Name**

**Contact Name**

**Strategic Account Plan**

**Date**

<b>Address</b>	650 Town Center Drive
	Suite 1720
	Costa Mesa, CA 92626

<b>Telephone Numbers</b>	Office: 714-708-6177
	Cell: 714-925-4146
	Fax: 714-708-8061

<b>Market RN Potential</b>	6,000
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<b>Total Hotel Potential</b>	2,500
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<b>Group RN Potential</b>	1,000
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<b>Transient RN Potential</b>	1,500
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<b>Competition</b>	Marriott Burlingame Sofitel Hyatt Airport Crowne Plaza Marriott San Clara
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**Account Information Statement:** Currently using several different hotels in the area and would like to secure more room nights from them on a monthly basis. They need transportation, meeting rooms with windows, do heavy AV and like to have meals on their own.

**Account Goal:** Generate an additional 1500 room nights from account at a rate of \$179 by December 31, 2001.

Strategy	Tactics/Actions	Follow up
Penetrate and solicit the Medical and Pharmaceutical markets that typically do hold meetings in the 100-200 rooms per night range.	<p>*Prospect from directories in this segment</p> <p>*Work with Field Sales to identify and call on target accounts</p>	