## **Deep Account Mapping Template**

### **1. Research the Account:**

**Company Overview:**

* **Name:** {{Company name}}:<<perplexity>>
* **Industry:** {{Company industry}}:<<perplexity>>
* **Website:** {{Company website}}:<<perplexity>>
* **LinkedIn Profile:** {{Company linked in url}}:<<perplexity>>
* **Revenue:** {{Company revenue}}:<<perplexity>>
* **Headquarters:** {{Company headquarters}}:<<perplexity>>
* **Employees:** {{Total number of employees in the company}}:<<perplexity>>
* **Business Model:** {{Company’s business model details}}:<<perplexity >>

**Business Model & Strategy:**

* **{{**Insert company-specific business model and strategy insights}}:<<perplexity>>

**Recent News & Financials:**

* {{Insert recent news related to the company}}:<<perplexity>>
* {{Insert financial updates and goals}}:<<perplexity>>

### **2. Identify Key Decision Makers:**

* **Department Heads:**
  + {{Insert Key Department Head Name and Role}}:<<perplexity>>
  + {{Insert Key Department Head Name and Role}}:<<perplexity>>
* **Influencers:**
  + {{Insert Influencer Role/Name}}:<<perplexity>>
  + {{Insert Influencer Role/Name}}:<<perplexity>>

### **3. Organizational Structure:**

* **Hierarchy Mapping:**
  + {{Insert details about organizational hierarchy}}:<<perplexity>>
* **Interdepartmental Relationships:**
  + {{Describe how different departments work together}}:<<perplexity>>

### **4. Pain Points and Challenges:**

**Industry Trends:**

* {{Insert trends impacting the industry}}:<<perplexity>>

**Specific Issues:**

* {{Insert company-specific challenges}}:<<perplexity>>

### **5. Current Technology Stack:**

**Existing Solutions:**

* **{{**List existing technology solutions used by the company}}:<<perplexity>>

**Integration Needs:**

* **{{**Highlight potential areas for integration with GateAI solutions}}:<<perplexity>>

### **6. Value Proposition Alignment:**

**Solution Fit:**

* **{{**Describe how GateAI solutions fit with the company's needs}}:<<perplexity>>

**Competitive Advantage:**

* **{{**List competitive advantages of GateAI’s offerings}}:<<perplexity>>

### **7. Engagement Strategy:**

* **Tailored Outreach:**
  + {{Detail the tailored messaging for different decision-makers}}:<<perplexity>>
* **Multi-Channel Approach:**
  + Email Campaigns: {{Outline approach}}:<<perplexity>>
  + LinkedIn Engagement: {{Outline approach}}:<<perplexity>>
  + Phone Calls/Meetings: {{Outline approach}}:<<perplexity>>
* **Continuous Nurturing:**
  + {{Mention the resources and information to share regularly}}:<<perplexity>>

### **8. Track and Adapt:**

* **CRM Integration:**
  + {{Highlight the importance of keeping information updated}}:<<perplexity>>
* **Monitor Changes:**
  + {{Outline the strategy to stay updated on changes within the company}}:<<perplexity>>