



SAMPLE HUNTING DOSSIER

Account Name	
Address	
City, State, Zip	
Telephone #	
URL	
Industry/Sector	
Key Relationship team from our company	

Senior Executives with a role to make future purchase decisions				
First	Last	Title	Position	Our Relationship

About the Account				
Description/Narrative				
Market Position				
Major Customers				
Trade Associations				
Key Competitors				
Industry/Equity Analysts				
Key Products				
Major account business units				
Why do they buy?				
Are there seasonal or business cycle drivers for these purchase decisions?				
Account Summary Financial Data	Year 1	Year 2	Year 3	Projected current year
Account revenue to company				
Gross Margin (in dollars)				
Product / Service Revenue				
Average Order Size				
Your Competitors in Account				
Perceived dollar value of annual spend				

Appendices: Any other relevant information you maintain on this key account, such as an account plan, call records etc.