

Customer Acquisition Strategy

Provided by: [Strategex](#)

Name:

Location(s):

Annual Sales:

Products:

Primary Contact and Information Source:

Key Decision Makers and our relationship with them:

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Opportunity:

Competition:

Why Competitor(s) is favored:

Why Competitor(s) is not favored:

Why we are favored:

Why we are not favored:

Our Value Proposition:

Our Strategy:

Next Steps: