

# Target Business Profile Filter

Good Target Accounts can come from your existing clients or new prospects. Consider which of your *current clients* have the greatest potential for significant growth and which *new prospects* deserve the most time and attention.

Criteria to consider:

- **Dollar Potential**
- **Access to Decision Maker and Decision Influencers**
- **Fit** [Product or service, local focus, change in business or category, openness to new solutions, growth or trouble mode, seasonality, factors unique to your business.]

Score each one using A-F, with A being the top score based upon the challenges and opportunities with this Target. Some factors can be improved, while most cannot, and some will carry more weight than others based on the situation.

### Current Clients to Target:

Account Name	Dollar Potential	Access	Fit	Overall

### New Prospects to Target:

Account Name	Dollar Potential	Access	Fit	Overall