

## **WHO**

- in their company has influence (includes decision maker) over buying, selling and service of equipment.
- else in their company (including divisions and related organizations) should we talk to
- is our competition

## **WHAT**

- equipment do they have
- service can we provide them
- industry are they in
- how large is their company

## **WHEN**

- will they upgrade their current equipment or dispose of their surplus equipment
- do they need our services
- should we re-contact them

## **WHERE**

- are they in their planning,
- how big is the budget
- confirm address, fax, email

## **WHY**

- are they selling/buying equipment, what change is happening (i.e. open new stores, bought competitor etc.)