

RAINMAKER! TOOLS & RESOURCES

WHITE SPACES KEY PLAYERS WORKSHEET

Create a worksheet similar to the one below. On it, write the names of the people in the customer's organization that are in the 'white spaces' of the organization chart. These reflect the people you should get to know since they may be important influencers in the sales process. Specify their position in the organization and indicate whether you have met them or not. State what you believe to be their interest, concerns or motivators.

NAME	POSITION	MET?	INTERESTS, CONCERNS, MOTIVATORS