

## “Take the Cold Out of Cold Calling” Customer Research Management Tool

<b>Company Name:</b>	
<b>Customer Name/Key Contact(s):</b>	
<b>Address:</b>	
<b>Phone:</b>	
<b>Email Address:</b>	
<b>Company Web Site:</b>	
<b>Core Products/ Services:</b>	
<b>Annual Company Revenue:</b>	
<b>Number of Employees:</b>	
<b>Additional Company Information:</b>	
<b>Top Competitors:</b>	
<b>Top Customers:</b>	
<b>Industry and Market Data and Projections:</b>	
<b>Company Executive Biographies:</b>	
<b>Customer Personal Information:</b>	
<b>Key Business Issues:</b>	
<b>Benefits and Value We Do or Could Provide Customer:</b>	