Account Contact Mapping Tool

Understanding everyone and anyone who is involved in the decision making process is critical. Develop a master list of all your contacts and those you want to know, then begin to score them on a series of factors. Once identified, you can execute strategies to build and improve relationships.

Department	Contact	Title	Style (D-I-S-C)	Role (U-I-DM-X-*)	Influence (H-M-L)	Credibility (H-M-L)	Bias (+ 0 -)	Access (H-M-L)	History, background, perceived needs, wants, and motivations

Style	D = Dominance, I = Influence, S = Steadiness, C = Compliance	What DISC behavioral style is the contact?
Role	U= User, I = Influencer, D = Decision Maker (* = Advocate, X = Gate Keeper)	What role does the contact play in relation to the buying decision?
Influence	H = High, M = Medium, L = Low	What level of influence does this contact have in relation to this decision?
Credibilty	H = High, M = Medium, L = Low	How credible is the contact within his or her organization as perceived by others?
Bias	Positive = (+), Neutral = 0, Negative = (-)	To what extent does this contact support or not support us?
Access	H = High, M = Medium, L = Low	What is my level of access to this contact?