



Recruiting Zone Plans

Recruiter Name:

Flight:

Date:



PLAN: Target Accounts

G

Goals (Production)

What are your production goals for this period? What percentage of this goal should come from your Target Accounts?

Production Goals		Percentage
Production Goals: All Accounts	Production Goals: Target Accounts Only	

Top Target Accounts

Name/Location

O

Objectives

What objectives do you hope to achieve in the time period? *Example: Gain agreement on an initial opportunity (COI, Class Presentation, Unit Briefing, etc.) with one or more Target Accounts.*

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Strategy: Relationships

How strong are your relationships within these accounts? With which decision makers do you need to build or strengthen relationships? Who are your advocates?

Relationships	Potential Advocates	Your Strategy

Strategy: Positioning

How are you positioned with these accounts? How can you enhance your positioning to be more successful with these accounts?

Current Positioning (Consider organizational and personal positioning)	Your Strategy

Strategy: Competitive Analysis

Who are your competitors for these accounts? What is your strategy for addressing the competition?

Competitors	Positioning Strength (Number and Effectiveness of recruiters, Positioning of Organization, Features and Benefits)	Your Strategy



Strategy: Effectiveness and Growth Opportunity

How effective are these accounts for you? What external conditions, such as industry, economic, or market issues will affect the effectiveness and growth of these accounts?

Effectiveness	External Conditions	Your Strategy

A Activities: High Gain

Identify high gain activities that will drive success with these accounts. eg. *Contact key influencer (Sq. Supt., Sr. ART, School Administrator, etc.) in each Target Account once per month.*

R Results

What metrics will you measure? How often?

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Notes:

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