

Account

Client

## Frequency of Communication

- Weekly
- Bi-weekly
- Monthly
- Quarterly
- As needed basis

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## Preferred Mode of Communication

- Email
- Phone Calls
- Video Calls
- In-person Meetings
- Chat/Messaging

## Topics of Interest or Concerns

- Product Updates
- Industry Trends
- Account Performance
- Competitive Analysis
- Market Insights

## Preferred Response Time

- Within 1 hour
- Within 4 hours
- Within 24 hours
- As soon as possible
- Flexible response time

## Key Decision-Making Contacts

- CEO/Top Management
- Marketing Director
- Sales Manager
- Operations Team
- Finance Department

## Client's Business Goals

- Increase Revenue
- Expand Market Presence
- Improve Customer Satisfaction
- Streamline Operations
- Enhance Brand Awareness

## Personalization Preferences

- Formal Communication
- Informal Communication
- Use of Client's Preferred Terminology
- Customized Reporting Format
- Recognizing Special Occasions