**KEY ACCOUNT MANAGEMENT ACTION PLAN
TEMPLATE**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| KEY CLIENTS | PRIORITY LEVEL | ROLE ON PROJECT | MANAGEMENT OBJECTIVES | NOTEWORTHY AREAS OF INTERESTS | COMMUNICATION PREFERENCES | RELATIONSHIPS AND STRATEGIES | CLIENT RETENTION ACTION PLANS | ADDITIONAL NOTES |
|  | Low |  |   |  |  |  |  |  |
|  | Medium |  |   |  |  |  |  |  |
|  | Low |  |   |  |  |  |  |  |
|  | High |  |   |  |  |  |  |  |
|  | Low |  |   |  |  |  |  |  |
|  | Low |  |   |  |  |  |  |  |
|  | Low |  |   |  |  |  |  |  |
|  | Low |  |   |  |  |  |  |  |
|  | Low |  |   |  |  |  |  |  |

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