

1. Segment and 2. Target

Market Segments	Data Source	Count / Size	Offering	Expected Value	Sales Cycle Time	Sales Difficulty	Access / Media	Strategy	Tactics

3. Position

Targeted Segment	Points of Pain or Gain	Positioning Strategy - Pitch	Strategy	Tactics

4. Campaign

Targeted Segment	Source Code	CRM Cleared	Batch Name	Count	Drop Due	Actual Drop	Cost