



	Intention	When	KSI	Define Success	Notes	Budget
<i>New Business</i>	<i>What do you want to happen</i>	<i>Date</i>	<i>Measurement</i>	<i>How will we know a win</i>	<i>Know & remember</i>	<i>How much will it cost</i>
Activity 1						
Activity 2						
Activity 3						
<i>Repeat Business</i>	<i>What do you want to happen</i>	<i>Date</i>	<i>Measurement</i>	<i>How will we know a win</i>	<i>Know & remember</i>	<i>How much will it cost</i>
Acitvty 1						
Activity 2						
Activity 3						
<i>“Cross selling” + Add-on</i>	<i>What do you want to happen</i>	<i>Date</i>	<i>Measurement</i>	<i>How will we know a win</i>	<i>Know & remember</i>	<i>How much will it cost</i>
Activity 1						
Activity 2						
Activity 3						
Total Monthly Costs						\$