

Elite DSR Field Guide

Account Opportunity Planner



Week of: _____



Account Name: _____

Total Account Opportunity Matrix

Use this to identify weekly opportunities by purchasing zone

Zone	Total	Sold by you:	Competitor #1	Competitor #2	Competitor #3
	All Purchases (Cases or \$\$)	Weekly Sales by your company	Name:	Name:	Name:
COP					
Produce					
Freezer					
Refrigerated					
Jan/San					
E&S/Smallwares					
Other:					



Key Items of Interest

List key items in each category to focus on growth opportunities. **Pro Tip:** Ensure each item is **ESSENTIAL** on digital order guides.

COP

- _____
- _____
- _____

Produce

- _____
- _____
- _____

Freezer

- _____
- _____
- _____

Refrigerated

- _____
- _____
- _____

Jan/San

- _____
- _____
- _____

E&S/Smallwares

- _____
- _____
- _____



Topics for Discussion

Ar/ Credits _____

Pricing Concerns _____

Market Watch/ Intel _____

Other _____