contact plan

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| **Who** | Who you’re going to visit and who from your company will attend |
| **What** | What you’re trying to find out from the customer and  what message you want to communicate to them |
| **When** | When you will visit |
| **Where** | Where the meeting will take place |
| **Why** | Why you want to meet with this customer— what you hope to accomplish |
| **How** | How you’re going to communicate your message to them |