



Mutual Action Plan (MAP) Template

Initial Details

Customer	<i>What is the name of the company?</i>
Project Lead	<i>Who is leading the sale from your side?</i>
Customer Lead	<i>Who is your champion?</i>
Desired Go Live	<i>When do they want to go live?</i>

Objectives

Current challenge	<i>What problem is the customer trying to solve?</i>
Desired Outcome	<i>What does a successful solution look like?</i>
Requirements	<i>Are there any specific requirements?</i>

Stakeholders

Name	Company	Role	Involvement
<i>Name of Stakeholder</i>	<i>Which company are they from?</i>	<i>What role do they play?</i>	

Milestones

	Owner	Participants	Due Date	Status	Actions
Discovery Call	<i>Who is responsible for the milestone?</i>	<i>Who else is contributing?</i>	<i>When is it due?</i>	<i>Current status</i>	<i>What actions are outstanding?</i>
Demo					
POC					
Proposal					
Contract Negotiation					
Security & Compliance					
Finalise Contracts					
Go Live					

Resources

Resource	Resource Type	Owner	Available From	Status
<i>What is the resource called?</i>	<i>What type of resource is it?</i>	<i>Who owns/manages the resource?</i>	<i>When is it available?</i>	

Ready for dedicated MAP software?

[Use a mutual action plan as part of your digital sales room with GetAccept](#)