

**PURPOSE:** This SWOT Analysis is used to develop strategies specifically to a company and/or salesperson's territory.

**INSTRUCTIONS:** List the key Strengths, Weaknesses, Opportunities and Threats for your own organization, your key competitor, your client and the industry. This will help you to strategize a plan to grow your business based on current circumstances.

**ARTICLE:** "SWOT Competitors before a Major Business Negotiation"

	Your Organization	The Competition	The Marketplace
<p><b>S</b></p> <p>Strengths</p>			
<p><b>W</b></p> <p>Weaknesses</p>			
<p><b>O</b></p> <p>Opportunities</p>			
<p><b>T</b></p> <p>Threats</p>			
<p>What strategies will you execute to help grow your business?</p>			

