

Worksheet 4: Client Outreach Tracker

Track every outreach contact. Northwest Arkansas is the Walmart supplier ecosystem — the most concentrated corporate courier market in the state. Key targets pre-populated.

Northwest Arkansas — Walmart Ecosystem

Company / Contact	Phone / Email	Date Contacted	Follow-up Date	Notes / Status
Walmart Home Office (Bentonville)				
Walmart vendor / supplier network				
Procter & Gamble NWA office				
Nestlé NWA office				
Unilever NWA office				
General Mills NWA office				

Northwest Arkansas — Corporate / Tech

Company / Contact	Phone / Email	Date Contacted	Follow-up Date	Notes / Status
Tyson Foods HQ (Springdale)				
Dillard's Inc. (Little Rock / NWA)				
J.B. Hunt Transport (Lowell)				
Murphy USA (El Dorado)				
ArcBest Corporation (Fort Smith)				

Little Rock — Healthcare / Government

Company / Contact	Phone / Email	Date Contacted	Follow-up Date	Notes / Status
UAMS (University of Arkansas Medical Sciences)				
Baptist Health (Little Rock)				
CHI St. Vincent (Little Rock)				

Company / Contact	Phone / Email	Date Contacted	Follow-up Date	Notes / Status
Arkansas Children's Hospital				
Arkansas state government agencies				

Fort Smith / Jonesboro / Statewide

Company / Contact	Phone / Email	Date Contacted	Follow-up Date	Notes / Status
Mercy Hospital Fort Smith				
St. Bernards Medical Center (Jonesboro)				
NEA Baptist Memorial (Jonesboro)				
Fort Smith VA Medical Center				

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