

**Company Name**

***Company Slogan Goes Here Company Slogan Goes Here***

**Prepared By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**



**Main Contents of This Plan**

Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here Sample text here









**Sales Plan Template**

|  |
| --- |
| **Previous Period** |
| **Revenue** |  |
| **Unit sales by product type** |  |
| **No of customers** |  |
| **Average order value** |  |
| **Geographic breakdown** |  |
| **Revenue by month/quarter** |  |
| **New business revenue** |  |
| **Renewal and existing business** |  |

|  |
| --- |
| **Market Analysis** |
| **Customer groups by industries** |  |
| **Market size** |  |
| **Market Share** |  |
| **Changes in the market now? Future trends?** |  |
| **What factors are influencing growth or decline in your industry?** |  |

|  |
| --- |
| **Competitor Analysis** |
| **Market players/competition** |  |
| **Competitive advantages of current players.** |  |
| **Strengths, Weaknesses, Opportunities and Threats** |  |
| **Statement of overall competitive position** |  |

|  |
| --- |
| **Sales Goals Revenue** |
| **Revenue goals** |  |
| **Revenue by product type** |  |
| **Revenue by customer type** |  |
| **Revenue by territory** |  |
| **Existing clients** |  |
| **New business** |  |

|  |
| --- |
| **Sales Goals** |
| **Market share goals** |  |
| **Unit sales by product type** |  |
| **No of new customers** |  |
| **No of new customers** |  |

|  |
| --- |
| **Overall Sales Positioning Plan** |
| **New business acquisition strategies** |  |
| **New business acquisition tactics** |  |
| **Existing business growth strategies** |  |
| **Existing business growth tactics** |  |
| **Statement of overall competitive strategy** |  |
| **Pricing strategies** |  |

|  |
| --- |
| **Sales Activity Plan** |
| **Milestones** |  |
| **Trade Shows** |  |
| **Key sales events** |  |
| **Key sales activities** |  |

|  |
| --- |
| **Resources and Staffing** |
| **Staff requirements** |  |
| **Competencies** |  |
| **Other resource requirements** |  |
| **Briefing and communicating** |  |
| **Monitoring** |  |
| **Feedback** |  |