BUSINESS NEWS DAILY

Small Business Solutions & Inspiration

Thank you for downloading the businessnewsdaily.com sales plan template!

This template is a guide for the creation of your sales plan and should be customized to fit the needs of your organization.

[Your business name]

Sales Plan

Prepared [date]

[Preparer name, title]

[preparer email address]
[Company website]
[Phone number]
[Physical address]

Table of Contents

Executive Summary 3

Mission and Background 3

Target Market 4

Team 5

Pricing Strategy and Competition 6

Sales Prospecting 9

Marketing & Sales Plan 9

Goals & Objectives 10

Action Plan 12

Tools & Resources 14

Sales Budgets and Expenses 15

Executive Summary

The executive summary should be a high-level overview that summarizes your sales plan.

The key with this section is to be brief, yet exciting. Just like an opening paragraph in an essay, it may be best to complete this at the end.

The executive summary should include:

- Mission and objectives
- Goals
- Sales strategy
- Timeline
- Performance metrics and benchmarks

Mission and Background

This section is an overview of your company's mission and vision statements. You should also include a brief history and any additional details that help paint a clear picture of your organization.

Company mission statement

A mission statement is a quick explanation of your company's reason for existence. It can be as short as a tagline. Best practice is to keep your mission statement to one or two sentences.

[Get more tips on how to write a mission statement]

Company philosophy and vision statement

What values does your business stand for? *Honesty, responsibility, fun*, *innovation* and *community* are values that might make up your business philosophy.

Your company vision is the long-term outlook for your business. What is the ultimate goal for the future of your business?

Prezi vision statement example: "To reinvent how people share knowledge, tell stories, and inspire their audiences to act."

Target Market

Now it is time to clearly define who your target customer is, where you will find them, how you will reach them and, most importantly, how you will sell your product or service to them.

You may have multiple target customer segments such as both businesses and consumers. Developing a buyer persona for your customers helps to define each type and will help you target them more effectively.

Once you identify who your target customers are, you should create a full demographic profile for them.

[Learn more about the importance of demographics]

Consumer profile:

- Age
- Gender
- Location
- Income
- Occupation
- Education level
- Interests
- Shopping and buying habits

Business profile:

- Industry
- Location
- Size
- Stage in business (startup, growing, mature)
- Annual sales
- Challenges

Team

List the roles of each member of your sales department and how they contribute to the action plan. If you plan on hiring more personnel, list the types of roles you require and if any specific training or certifications are needed.

Pricing Strategy and Competition

What is your pricing strategy for the products and services you will sell? How does it stack up within your industry, against the competition?

Pricing strategy

Explain your pricing strategy and how it was developed. Any pricing increases, discounts and promotions should be listed here. Below are some examples:

- Service Subscription 1
    - Increase price from $30 to $35 on Jan. 5
    - 10% increase in monthly sales
    - Keeps us 10% lower than the competition
- Service Subscription 2
    - Customer referral, free upgrade on March 15
    - 30% increase in monthly sales
    - Competitor does not offer free upgrades
- Product
    - Lower price from $25 to $20 on May 1
    - 15% decrease in monthly sales
    - Still 10% higher than the competition

SWOT Analysis

A SWOT (strengths, weaknesses, opportunities and threats) analysis is a planning process that can help your company overcome challenges and determine what new leads to pursue.

[Learn how to conduct a complete SWOT analysis]

Example: SWOT Analysis	
Strengths	Weaknesses
Opportunities	Threats

Competitive Analysis

For a deeper dive into the competition, list each of your top competitors and examine their strengths and weaknesses against your company's. What competitive edge do you have? In what areas do they outperform you?

Example: Competitive Analysis					
Competitor Name	Website	Revenue	Main Services	Comparative Strengths	Comparative Weaknesses

Sales Prospecting

Describe how your sales team will capture the sales leads generated from the above marketing and sales plans. What is the process for bringing a potential customer through the sales funnel?

[Learn more about how to build a sales funnel]

Do you have an inbound and outbound sales strategy? Provide details on what each of those processes entail.

Marketing & Sales Plan

This section maps out special promotions and marketing strategies you plan on implementing. Explain which marketing channels will you use to generate leads and increase brand awareness and who will be responsible for handling the leads.

- Social media
- Email
- Content
- Video
- Events
- Direct mail
- Referrals

Goals & Objectives

This section outlines the sales goals that will support the company's revenue growth based on a given timeline (1 year, 3 years, 5 years, etc).

Sales Metrics and Performance Benchmarks

How will you measure the success of your sales goals? You need to assign a KPI (key performance indicators) to each goal and a timeline in which you plan to measure them. Below are some examples of KPIs and sales metrics:

Examples of KPIs:

- Total revenue
- Revenue by product/service line
- Revenue by market or territory
- Gross Profit
- Percentage of revenue from existing/new customers
- Year-over-year growth (revenue and # of customers)
- Monthly sales growth
- Market penetration

Examples of Sales Metrics:

- Activity Sales
    - Number of inbound/outbound calls made
    - Number of emails sent

    - Number of scheduled meetings
- Pipeline Sales
    - Length of sales cycle
    - Total new opportunities per rep per month
    - Average contract value
- Lead Generation Sales
    - Conversion Rate
    - Cost Per Click
    - Time to Conversion
- Leads by source
- New business vs upselling
- Closed opportunities
- Win-loss rate

Example: Year 1 Sales Goals			
	Goal	How the goal will be measured	Audit Frequency
1	*Example: Increase annual revenue by 30%*	*Example: Monthly comparison to last year*	*Example: Monthly*
2			

3			

Action Plan

The action plan lists the specific sales strategies and tactics you will implement to achieve the goals listed in the section above. Include both short and long-term strategies, as well as the day-to-day tactics that support them. Oftentimes, you will find one goal is supported by several strategies.

[Check out this article for some tips on how to meet sales goals]

Example: Action Plan			
Sales Goals	Sales Strategies	Activities/Tactics	Measurement
Example: Increase annual revenue by 30%	*Example: develop a customer referral program*	*Example: implement referral program in CRM. Promote via email and social media*	*5% monthly increase in new customers*

Tools & Resources

Which tools, software, resources and training programs will your team need to succeed? List each resource and your ultimate goal for that resource along with the strategies you will implement to achieve it.

Don't forget, if you're looking for the right sales and marketing solutions for your business, we can help.

Example: Sales Tools & Resources			
	Resource	**Supported Goal**	**Supported Strategy**
1	*Example: CRM Software*	*Example: Increase customer retention*	*Example: Establish an extensive, ethical customer database to learn about how, when, and where customer are interacting with our brand*
2			
3			

Sales Budgets and Expenses

What are the costs associated with your sales plan? A typical sales budget usually includes some of the following expenses:

- Tools and resources
- Sales personnel pay (salary and commission)
- Food/travel costs
- Trainings and certifications
- Networking events
- Promotional incentives and prizes
- Team building activities

Expense Type	Projected Annual Cost
Example: CRM Software	*Example: $20,000*