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Business Objectives					
Objective	Description	Derived Sales Enablement Goal	Status		
Increase Revenue by 20%	Improve overall sales performance	Identify and expand into profitable industries	In Progress		
Market Expansion	Enter new geographical markets	Adopt new tools for efficient sales cycles	Planned		
Market Analysis					
Task	Details	Responsible	Deadline	Status	
Identify Target Sectors	Research potential high-growth sectors	Market Research Team	2024-07-31 2024-08-15	In Progress Planned	
Customer Segmentation Competitive Analysis	Segment customers by demographics and behavior Analyze competitor strategies and positioning	Marketing Team Strategy Team	2024-08-15	Planned	
Competitive Arialysis	Analyze competitor strategies and positioning	Strategy realii	2024-06-30	Fidilileu	
Content Development					
Stage	Content Type	Description	Target Persona	Status	Deadline
TOFU	Blog Posts	Educational articles on industry trends	Marketing Managers	In Progress	2024-08-10
MOFU	Case Studies	Success stories of product implementation	Sales Managers	Planned	2024-08-20
BOFU	Product Guides	Detailed guides for product use	Decision Makers	Planned	2024-08-30
Sales Process Optimization					
Task	Description	Responsible	Deadline	Status	
Conduct Audit	Review and document current sales processes	Sales Ops Team	2024-07-20	Completed	
Identify Key Issues	Highlight inconsistencies and gaps	Sales Ops Team	2024-07-25	In Progress	
Optimize Lead Handoffs	Ensure smooth transition from marketing to sales	Sales Team	2024-08-05	Planned	
Tools and Resources					
Tool/Resource	Purpose	Research Findings	Selected Option	Implementation Status	
CRM System	Manage customer relationships and data	Reviewed 3 options	Salesforce	Implemented	
Content Management System	Store and manage content	Evaluating options	TBD	Planned	
Collaboration					
Team	Task	Collaboration Platform	Status		
Marketing	Develop content		In Progress		
Sales	Optimize processes		In Progress		
Product	Feedback loop		Planned		
Performance Measurement					
LEDI					01.1
KPI Salos Crowth	Target	Actual	Responsible	Review Date	Status On Trook
Sales Growth	20% increase	15% increase	Sales Director	Monthly	On Track
Sales Growth Lead Conversion Rate	20% increase 25%	15% increase 20%	Sales Director Marketing Lead	Monthly Monthly	On Track Improving
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