# SALES PLAN TEMPLATE

## Company Name

Company

Address

Date of Plan

Adoption

***Replace all example text with content relevant to your business for each section.***

## Mission and Objectives

Company Mission Statement

*This is a formal statement detailing what your business aims to accomplish. An example of an effective mission statement is:*

*Our mission is to empower businesses by streamlining marketing efforts and optimizing growth through our innovative CRM solutions, while simplifying daily tasks to drive success and efficiency.*

## Sales Objectives

The sales objectives outlined below are goals designed to support the company's growth over the next year and beyond, with a focus on increasing revenue, market share, and profit margins.

***Please enter your immediate sales objectives. These objectives should be Specific, Measurable, Achievable, Relevant, and Timely—commonly referred to as SMART criteria.***

| 1-YEAR SALES OBJECTIVES | | | |
|---|---|---|---|
| | **OBJECTIVES** | **HOW OBJECTIVES WILL BE MEASURED** | **AUDIT FREQUENCY** |
| **1** | ***Example: Increase top-line sales revenue by 15% within one year.*** | ***Example: Track and compare monthly sales revenue against the previous year's figures using detailed sales reports.*** | ***Example: Monthly*** |
| **2** | | | |
| **3** | | | |
| **4** | | | |
| **5** | | | |

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*Your 3-year sales objectives should be more ambitious than your 1-year goals, but still achievable given your current resources and market conditions. Aim for a target that pushes your business forward but remains within reach.*

| 3-YEAR SALES OBJECTIVES | | | |
|---|---|---|---|
| | OBJECTIVES | HOW OBJECTIVES WILL BE MEASURED | AUDIT FREQUENCY |
| 1 | *Example: Achieve a 30% increase in overall sales revenue and expand the customer base by 20% over three years.* | *Example: Use annual sales reports to assess revenue growth and monitor customer acquisition metrics through CRM systems and customer feedback.* | *Example: Quarterly* |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |

***Consider what you want your business to achieve and look like at the end of five years. Reflect on long-term growth, market leadership, and overall business vision. Your 5-year sales objectives should be more challenging than your 3-year goals, pushing your business to new heights.***

| 5-YEAR SALES OBJECTIVES | | | |
|---|---|---|---|
| | **OBJECTIVES** | **HOW OBJECTIVES WILL BE MEASURED** | **AUDIT FREQUENCY** |
| **1** | ***Example:*** ***Attain a 50% increase in sales revenue, establish a presence in three new international markets, and double the number of key accounts.*** | ***Example:*** ***Conduct annual reviews of total sales revenue, measure market expansion achievements, and track the growth in key accounts using detailed reports and strategic assessments.*** | ***Example:*** ***Annually*** |
| **2** | | | |
| **3** | | | |
| **4** | | | |
| **5** | | | |

# Ideal Customer Profile

This profile outlines the key characteristics of your ideal customer, including demographics, buying behaviors, creditworthiness, and sales territory. It is designed to help you identify and prioritize prospects more effectively. By understanding these attributes, you can tailor your sales efforts to attract and engage customers who are most likely to benefit from your offerings and contribute to your business's success.

***If you are using a B2B sales model, fill in the table with your ideal customer profile. Otherwise, delete this table.***

| Ideal Customer Profile: B2B Sales | |
|---|---|
| **Relevant Job Titles** | ***Examples:*** *Chief Financial Officer (CFO), Chief Technology Officer (CTO* |
| **Key Responsibilities** | ***Examples:*** *Managing the budget, overseeing technology implementation, negotiating contracts* |
| **Memberships and Clubs** | ***Examples:*** *Participation in industry-specific trade associations, or involvement in business networking groups* |
| **Available Sales Channels** | ***Examples:*** *Phone, Email, Twitter, LinkedIn* |
| **Growth and Expansion Plans** | ***Examples:*** *Plans to enter new markets, product development goals* |
| **Customer Pain Points and Challenges** | ***Examples:*** *Inefficiencies in current processes, lack of integration with existing systems* |
| **Decision-Making Criteria** | ***Examples:*** *Preference for long-term support, importance of product features* |
| **Contract Preferences and Buying Cycles** | ***Examples:*** *Typical contract duration, renewal frequency, and purchasing cycle* |

***If you are using a B2C sales model, describe the demographics of your ideal customer as well as where you expect to find him or her. Otherwise, delete this table.***

| **Ideal Customer Profile: B2C Sales** | |
|---|---|
| **Gender** | |
| **Age** | |
| **Family of Life** | ***Examples:*** *Young professionals with no children* |
| **Homeowner** | ***Example:*** *Renters* |
| **Income** | ***Example:*** *$50,000 - $75,000 per year* |
| **Education** | ***Example:*** *Bachelor's degree* |
| **Interests** | |
| **Available Sales Channels** | ***Examples:*** *Phone, Email, Twitter, LinkedIn* |
| **Purchasing Behavior** | ***Examples:*** *Preference for free shipping, curbside pickup, or same-day delivery.* |
| **Brand Loyalty and Preferences** | ***Examples:*** *Favorite brands, brand-switching behavior, loyalty program membership.* |
| **Shopping Preferences** | ***Examples:*** *Preference for free shipping, curbside pickup, or same-day delivery.* |
| **Purchase Motivations and Triggers** | ***Examples:*** *Promotional discounts, seasonal sales, new product launches.* |

***Fill in the table below describing the ideal organization of the person you identified in your ideal customer profile. Delete this table if you are using a B2C sales model.***

| Ideal Customer Organization Profile: B2B Sales | |
|---|---|
| **Company Size by Annual Revenue** | ***Example:*** *Companies with annual revenues between $10 million and $50 million.* |
| **Company Size by Number of Employees** | ***Example:*** *Companies with 100 to 500 employees.* |
| **Relevant Industries** | ***Example:*** *Technology, healthcare, and financial services industries.* |
| **Company Structure** | ***Example:*** *Publicly traded companies, family-owned businesses, or subsidiaries of multinational corporations.* |
| **Budget Range** | ***Example:*** *Annual budget of $50,000 to $200,000* |
| **Growth and Expansion Plans** | |

***Fill in the table below for the sales territory.***

| Sales Territory | |
|---|---|
| **Geographic Location or Named Accounts** | ***Example:*** *The Northeast region of the United States* |
| **Exceptions** | ***Example:*** *Rhode Island* |
| **Sales Quotas or Targets** | ***Example:*** *Achieve $500,000 in sales for the Northeast region* |

## Strategies and Tactics

These include the long-term strategies and daily tactics designed to acquire new business opportunities and expand relationships with existing customers.

***List the strategies to achieve your sales objectives for acquiring new customers. For each strategy, specify at least two daily or weekly tasks that the sales team will undertake to support its implementation.***

| New Business Acquisition | |
|---|---|
| **Strategy** | **Supporting Tactics** |
| ***Example:*** *Exceed Sales Quota* | ***Daily:*** *Conduct a minimum of 20 cold calls or outreach emails to new prospects to generate leads and opportunities.* |
| | ***Weekly:*** *Review and analyze sales performance metrics to identify trends and adjust tactics to address any gaps in meeting the quota.* |
| | ***Weekly:*** *Host one-on-one meetings with team members to provide feedback, set goals, and strategize on overcoming obstacles to ensure quota achievement.* |
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***List the strategies you will employ to achieve your sales objectives for increasing revenue with existing customers or accounts. For each strategy, specify at least two tasks that sales team members will undertake on a daily or weekly basis to support it.***

| Existing Business Growth | |
|---|---|
| **Strategy** | **Supporting Tactics** |
| ***Example:*** *Cross-Selling and Upselling* | *Review customer purchase patterns to identify cross-sell and upsell opportunities.* |
| | *Reach out to customers who have recently made a purchase to suggest complementary products or services.* |
| | *Develop and refine personalized offers based on customer data. Analyze the success of recent cross-selling and upselling efforts to adjust strategies.* |
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## Sales Tools and Systems

The following systems will be utilized to manage the sales process and ensure that sales activities are conducted using approved tools. Progress reports will be generated according to the defined schedule to measure the success of the plan.

***Progress reports are used to track both company and individual performance. Please fill in the table below with the reports you plan to use, detailing how each report will be generated, where it will be stored, and how frequently it will be reviewed for progress.***

| Progress Reports | Where to Find the Report | Review Schedule |
|---|---|---|
| ***Example:*** *Sales Performance Reports* | *Generated from the CRM system, stored in the shared drive under "Sales Reports"* | *Reviewed weekly on Mondays* |
| ***Example:*** *Quarterly Revenue Report* | *Created using the financial management software, stored in the finance team's shared folder* | *Reviewed quarterly on the first Monday of each new quarter* |
| ***Example:*** *Individual Sales Metrics* | *Pulled from the sales tracking tool, saved in individual team member folders in the shared drive* | *Reviewed bi-weekly, on the 1st and 15th of each month* |
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***Please fill out the table below with the tools you or your sales team will use to manage contacts and communication.***

| Communication and Contact Management | Tool and Description of Intended Use |
|---|---|
| **Contact Management** | ***Example:*** *Use a CRM (Customer Relationship Management) system to store and organize detailed information about clients, including names, job titles, phone numbers, and email addresses* |
| **Phone** | ***Example:*** *Utilize a business phone system for voice communication* |
| **Email** | ***Example:*** *Employ an email client such as Outlook or Gmail for written correspondence. Use email for sending detailed information, scheduling meetings, and maintaining a record of all communications* |
| **Other** | ***Example:*** *Implement tools like Slack for instant messaging, Zoom for video conferencing, and LinkedIn for professional networking* |

## Sales Pipeline

The health of the sales pipeline and success of the overall plan will be measured using the following metrics.

***Name each stage of your sales process and define the milestones or criteria required to move to the next stage. For each stage, outline the possible reasons an opportunity might fail to meet these milestones or criteria.***

| Progress Reports | | |
|---|---|---|
| **Pipeline Stage Name** | **Pipeline Stage Activities** | **Reasons an opportunity might be lost or abandoned** |
| ***Example:*** *Lead Qualification* | ***Example:*** *Gather and verify basic contact information and determine if the lead fits the target customer profile.* | ***Example:*** *Incomplete contact information.* |
| | | ***Example:*** *Lead does not meet the target customer criteria.* |
| | | ***Example:*** *Lack of initial interest or engagement.* |
| ***Example:*** *Proposal* | ***Example:*** *Create and present a customized proposal or solution based on the needs assessment.* | ***Example:*** *Proposal not aligned with the customer's requirements.* |
| | | ***Example:*** *Proposal rejected or not reviewed by the decision-maker.* |
| ***Example:*** *Negotiation* | ***Example:*** *Finalize terms and conditions with the customer, addressing any objections and reaching a mutual agreement.* | ***Example:*** *Disagreements on pricing or contract terms.* |
| | | |
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***Define what you would consider a successful conversion metric based on your business.***

| Conversion Rates | Value Considered Successful |
| --- | --- |
| **Calls to Marketing Qualified Lead** | ***Example:*** *Achieving a conversion rate of 12.5% or higher (1 out of 8 calls)* |
| **Marketing Lead to Sales Qualified Lead** | ***Example:*** *Achieving a conversion rate of 33.3% or higher (1 out of 3 presentations)* |
| **Sales Qualified Lead to Booked Order** | ***Example:*** *Achieving a conversion rate of 20% or higher (1 out of 5 proposals)* |
| | |
| | |

***Define the maximum length of time each step should take in order to still be considered successful or to achieve a positive return on investment for your business.***

| Average Length of Time in Sales Cycle | Value Considered Successful |
| --- | --- |
| **Time to Qualify Marketing Lead** | ***Example:*** *48 hours (Quick qualification ensures that leads are acted upon while they are still fresh and engaged)* |
| **Time to Qualify Sales Lead** | ***Example:*** *One week (A one-week time frame allows sufficient time for thorough qualification)* |
| **Time to Book Order** | ***Example:*** *One month (Depending on the complexity of the product or service, one month provides a reasonable timeframe for negotiations)* |

## Roles and Responsibilities

This section outlines the specific responsibilities of individuals and teams involved in achieving the overall sales plan. It includes the roles of internal team members, as well as any external marketing support or agencies, detailing their contributions to the success of the sales strategy.

***Fill out the table below, including the summary of each role's responsibilities, listing the team members assigned to each role, and specifying the key performance indicators (KPIs) that will be used to evaluate their success. KPIs are the metrics that will measure the effectiveness and performance of each individual contributor within the team.***

| Role | Summary of Responsibilities | Team Members | KPI |
|---|---|---|---|
| ***Example:*** *Sales Director* | ***Example:*** *Oversees overall sales strategy, sets targets, and manages sales team* | | ***Example:*** *Achievement of quarterly sales targets* |
| ***Example:*** *Sales Rep* | ***Example:*** *Engages with prospects, closes sales, and manages customer accounts* | | ***Example:*** *Number of new accounts closed* |
| ***Example:*** *Marketing Manager* | ***Example:*** *Plans and executes marketing campaigns, analyzes performance metrics* | | ***Example:*** *Campaign ROI and lead conversion rate* |
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## Budget

To effectively execute this sales plan, the following costs are expected:

***The items listed below serve as examples to help you begin. Please add any additional budget items relevant to your plan. For each expense, enter the expected amount for the first year under the "Estimated Value" column. This section should be reviewed and updated annually with the new year's cost estimates.***

| Expense | Estimated Value |
|---|---|
| ***Example:*** *Sales Team Salaries* | ***Example:*** *$200,000* |
| ***Example:*** *Commissions* | ***Example:*** *$75,000* |
| ***Example:*** *Sales Training* | ***Example:*** *$12,000* |
| ***Example:*** *Travel* | ***Example:*** *$20,000* |
| ***Example:*** *CRM* | ***Example:*** *$12,000* |
| ***Example:*** *Lead Generation Services* | ***Example:*** *$18,000* |
| ***Example:*** *Sales Meetings & Events* | ***Example:*** *$10,000* |
| ***Example:*** *Market Research* | ***Example:*** *$8,000* |
| ***Example:*** *Sales Collateral* | ***Example:*** *$7,000* |
| ***Example:*** *Phone & Communication Tools* | ***Example:*** *$6,000* |
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