[INSERT SMALL BUSINESS NAME]

SALES PLAN

[Insert start & end date]

Author: [Insert Author’s Name]

Contributors: [Insert sales team member names]

Last updated: [Insert date]

SECTION 1: SALES OBJECTIVES

In this section you need to insert your SMART sales objectives. When a goal is specific and measurable, it is much more likely to be achieved. Below I have provided you with some examples that you can use as a guide prior to writing your own SMART sales objectives:

* **Specific** – let’s take a look at a standard objective:

*“To* ***i****ncrease revenue for our office cleaning business.”*

This goal is not specific. To make it specific, I need to detail how the increase will occur, quantify how much the increase will be and set a deadline that can be measured:

*“Increase revenue by 50% over the next 12 months by adding 2 new customers at an average value of $250 per month per salesperson.*

* **Measurable** – let’s take a look at a standard objective:

***“****Gain more clients for my consulting business by participating in a networking group.”*

Great objective, but it’s not measurable. Let’s include a metric to make it SMART:

*“Gain 2 clients each quarter for my consulting business by participating in a monthly networking group.”*

* **Attainable** – let’s take a look at a standard objective:

*“Offer wine tastings to my deli customers by the end of Q1.”*

This objective is specific and measurable, but you have to think carefully to make sure it is realistically achievable. For instance, do you have enough time to realistically achieve this given everything else you have on your plate?

* **Relevant** – let’s take a look at another standard objective:

***“****Write an e-book about my travel experiences to share with prospective customers.”*

This may be highly relevant if you run a travel agency and you are looking to engage with existing and new customers. But if you run a real-estate business, it’s not relevant.

* **Timed** – let’s take a look at another standard objective:

*“Make 200 target customer cold calls.”*

Of course, this goal needs a deadline. Otherwise, it may never be achieved:

*“Make 200 target customer cold calls by end of play Friday of every week.”*

SECTION 2: CUSTOMER FOCUS

Far from restricting you, focus will help you to deliver. A lack of focus leads to sales teams being spread too thin and focusing on the wrong priorities. In this section you want to clearly describe the 3 key dimensions of your customer sales focus. This can be summarized as follows:

Customer profile

In this section, summarize the ideal customer that you are targeting. You may have more than one of these.

A customer profile is a generalized description of your ideal customer. For example to describe your ideal B2B customer, you are likely to include the following:

* Relevant job titles
* Key responsibilities
* Memberships and clubs e.g. Chamber of Commerce
* Channels attended e.g. phone, email, LinkedIn, Twitter

Organization profile

If you run a B2B sales operation, in this section you want to describe the type of organization you are targeting. Typical criteria include:

* Company size by annual revenue
* Company size by number of employees
* Relevant Industries e.g. professional services, business services

Sales Territory

This should be a simple and concise description of the geographic region that you are going to operation within. It maybe that you also want to define a list of named accounts to each salesperson or focus them on a specific market niche.

SECTION 3: STRATEGIES & TACTICS

This section is where you will probably need to spend the most time as it defines your strategies (i.e. plans required to accomplish your objectives) and your tactics (the required steps to execute the plan).

There are 2 parts to a sales plan:

* New business acquisition strategies and tactics
* Existing business growth strategies and tactics

New Business Acquisition Strategies and Tactics

In this section you need to list your strategies for capturing new customers.

To help you get started I have listed 3 strategies that you might put in place if you were running a b2b sales operation:

1. Exceed sales quota.

* Send no less than xx letters of introduction to new prospects each week.
* Make no less than xx cold calls of introduction to new prospects each week.
* Make no less than xx face-to-face contacts with new prospects each week.
* Create no less than xx proposals each week.
* Make no less than x pitch presentations each week.

Your numbers need to stretch the team to maximize their potential, but at the same time they also need to be realistic. What's important here is that you calculate exactly how many contacts you'll need to make in order to achieve your sales revenue objective.

If you have a sales team, then you will want to understand what sales quota each salesperson can realistically achieve.

2. Increase awareness in the marketplace of my products, services and solutions.

* Join and participate in no less than three professional associations and organizations that my best prospects and customers belong to.
* Attend any and all trade shows and conventions that my best prospects and customers attend.
* Purchase the mailing list of these associations and organizations and send either a postcard or a letter of introduction.

3. Obtain referrals from new customers

* Within 30 days of delivering my product, service or solution, I will follow-up each of my new customers to ensure that they are delighted with the product or service that I have sold them.
* If they are not delighted I will aim to resolve this so that I can go back to seek customer referrals at a later date.
* If they are delighted, I will ask them to at least 3 customer referrals.

We have written a separate article, which outlines how to create an efficient and effective referral program for your business.

Existing Customer Business Strategies and Tactics

In this section you need to list your strategies for growing existing customer accounts.

To help you get started I have listed 2 strategies that you might put in place if you were running a b2b sales operation. These strategies should be designed to capture high-margin, add-on business from your existing customers:

1. Create a touch-point program.

* Contact each of my existing customers no less than once per month with a new idea they cannot get from anyone else.
* Create a user-group within my existing customer base.
* Take at least 3 customers to lunch each month and invite a customer prospect to join us.

2. Prospect within my existing customer base.

* Introduce myself to no less than 3 departments or divisions within each of my existing customer accounts.
* Ask each of my existing customer contacts to introduce me to one other person within their organization.
* Personally meet the top executive at each of my existing customers' businesses.

SECTION 4: TOOLS & SYSTEMS

In this section, you should summarize the systems and tools that you will require to support the successful implementation of your b2b sales plan.

The core processes and systems that you will need to outline include:

* Weekly sales progress meeting process to review progress against plan
* A CRM system to enable your plan and generate sales plan metrics
* Communication tools e.g. phone system, email, LinkedIn, etc.

SECTION 5: SALES METRICS

Once you have decided upon your sales objectives, you need to work out how to measure your progress against achieving each of these.

I strongly recommend creating a sales pipeline that identifies with each stage of developing your new business leads and also with sourcing further sales opportunities within existing customer accounts.

The key metrics that you will want to measure include:

* Conversion rates for each stage in your sales process
* The reasons for sales opportunities being lost at each stage
* How long it takes for a sales opportunity to pass through each stage
* The win rate i.e. the percentage of all leads that convert into sales

To learn more about the metrics you require to support your plan, I recommend reading sales metrics.

SECTION 6: TEAM

In this section you need to list each member of the core sales team and summarize their role, responsibility and personal KPIs.

If you have separate marketing and/ or marketing agency support. I would also go on to describe this support team as your sales performance will suffer if they are not properly considered and put in place to support things like:

* Website enablement
* Lead acquisition campaigns
* Sales collateral development

SECTION 7: BUDGET

List all costs that you will need to incur to support the achievement of your sales objectives. Let me start with some obvious costs that you are likely to incur to help you get started:

* Sales team salaries
* Sales team commissions
* CRM tool monthly subscription costs
* LinkedIn subscription costs
* Video conference tool monthly subscription
* List purchase costs
* Travel expenses
* Telephone expenses