



This sales plan is prepared for [INSERT NAME OF SALES TEAM] for the sales period starting [INSERT MONTH DAY YEAR] and ending [INSERT MONTH DAY YEAR].

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| **Name of Product** |  |
| **Name of Product Line** |  |
| **Target Market** |  |
| **FIRST 30 DAYS SALES PLAN** |
| **P****R****O****C****E****S****S** | ☐ | Discuss the company’s available sales guide written/shared within the team |
| ☐ | Introduce the new sales tactics/strategies that the sales team will follow and adhere to |
| ☐ | Set the goals and objectives that the team should achieve within the given sales period |
| ☐ | Train the sales team on the newly adopted tactics/strategies to be implemented within the set sales period |
| **P****R****O****D****U****C****T****S** | ☐ | Learn more about the product up for sale and the videos associated with the product line |
| ☐ | Review the opening pitches to be used by the sales team members as well as the prepared sales call scripts |
| ☐ | Examine follow-up emails and apply appropriate and acceptable email tips |
| ☐ | Practice final sales pitches to be used by every member of the sales team |
| **T****O****O****L****S** | ☐ | Train with the sales system tools used by the company |
| ☐ | Start using relevant tools to assist the team in the sale transactions |
| **I****N****D****U****S****T****R****Y** | ☐ | Understand the basic concepts of the product for sale |
| ☐ | Know more about the industries that you are selling the products to |
| ☐ | Deliver the sales pitch that fits the industry you are offering the products to |
| ☐ | Use the sales tactics/strategies that fit the business industry you are prospecting |
| **FIRST 60 DAYS SALES PLAN** |
| **P****R****O****C****E****S****S** | ☐ | Learn how to work with the business partners of the company  |
| ☐ | Know more about the uniqueness and the competitive edge of the product |
| ☐ | Start training with more advanced tactics in the sales process |
| ☐ | Understand how to recognize a sale opportunity and how to work on the deal with the customer |
| **P****R****O****D****U****C****T****S** | ☐ | Master the sales pitch prepared for the sale of the product |
| ☐ | Provide solutions to the concerns of the customers regarding the product and their respective transactions with the company |
| ☐ | Provide discounts to the loyal customers of the company with reference to the company’s policies on giving discounts |
| ☐ | Procure an overview demo or your company web page that the customers can look into about the product to increase sales |
| **T****O****O****L****S** | ☐ | Master the programs and systems used by the team to conduct its sales strategies |
| ☐ | Apply new relevant tools in delivering sale transactions |
| **I****N****D****U****S****T****R****Y** | ☐ | Run an efficient and effective sales meeting appropriate for the business industry |
| ☐ | Know more about the industries you are selling the product to |
| ☐ | Deliver the sales pitch that fits the industry that you are offering the product to |
| **FIRST 90 DAYS SALES PLAN** |
| **P****R****O****C****E****S****S** | ☐ | Refer to the sales forecast prepared for the given sales period |
| ☐ | Examine if the sales figures on the forecast have been achieved during the given period |
| ☐ | Create a plan to reach the projected sales on the reviewed forecast |
| ☐ | Know the procedures of negotiation in line with the policies and standards of the company |
| **P****R****O****D****U****C****T****S** | ☐ | Learn the upgrades on the product and the newest sales pitch |
| ☐ | Highlight the customer benefits of the product in the sales pitches and scripts |
| ☐ | Incorporate the effective sales strategies of the company |
| **T****O****O****L****S** | ☐ | Master the program and systems used by the team to conduct its sales strategies |
| ☐ | Apply the new relevant tools that the sales team uses in delivering sale transactions |
| ☐ | Customize the tools and systems that increase sale opportunities for the company |
| **I****N****D****U****S****T****R****Y** | ☐ | Run an efficient and effective sales meeting appropriate for the business industry |
| ☐ | Know more about the industries you are selling the products to |