



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 | |