**STRATEGIC SALES PLAN TEMPLATE** [COMPANY NAME]

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| **Sales Channel** | **Products and Services** | **Costs Involved** | **Expected Sales** | **Distribution Strategy** | **Timeline / Target Date** | **Key Performance Indicators** |
| Shopfront | (List down all products and services sold on this channel) | (List down all the costs involved on this sales channel) | (List down percentage of sales expected via this channel) | (List down how you intend to use this channel) | (List down when you intend to use this channel) | (List down how you intend to measure the success in using this channel, e.g. number of sales, etc.) |
| Direct mail | (List down all products and services sold on this channel) | (List down all the costs involved on this sales channel) | (List down percentage of sales expected via this channel) | (List down how you intend to use this channel) | (List down when you intend to use this channel) | (List down how you intend to measure the success in using this channel, e.g. number of sales, etc.) |
| Internet | (List down all products and services sold on this channel) | (List down all the costs involved on this sales channel) | (List down percentage of sales expected via this channel) | (List down how you intend to use this channel) | (List down when you intend to use this channel) | (List down how you intend to measure the success in using this channel, e.g. number of sales, etc.) |
| Wholesale | (List down all products and services sold on this channel) | (List down all the costs involved on this sales channel) | (List down percentage of sales expected via this channel) | (List down how you intend to use this channel) | (List down when you intend to use this channel) | (List down how you intend to measure the success in using this channel, e.g. number of sales, etc.) |