



THE ALTERNATIVE BOARD®
Achieve Success with Peer Advice and Coaching

Sales Planning Workshop

How to increase sales in today's economy
For business owners and CEO's

Thursday, September 30, 2010

8 am to 11 am, coffee and light breakfast served.
No charge for TAB members and Wells Fargo guests

Hosted by & location,

Wells Fargo Bank

2nd floor conference room 1001 Broadway Millbrae.

Reservations required, seating is limited.
Contact vivien@TABsmc.com or call 650.652-9393

Overview of workshop:

In this workshop we will discuss the key elements of effective sales plan, how to avoid common pitfalls in execution and provide examples of a good and poor plans. We will also interactively discuss specific aspects of your sales challenges and potential solutions.

The Case for Writing a Sales Plan

All businesses need a written sales plan—especially those looking to move forward or expand their company. Not only does this help keep the direction of the company in focus, it also shows possible investors the sales goals and growth targets you have for your company.

Much like a business plan, in which you set direction for the entire company to follow, a sales plan is intended as a guide for your company. **A plan specifically defines the goals you want to achieve and creates the measurements that enable you to monitor your sales results and to keep on track.** A well-outlined sales plan will also hold the salesperson / team accountable for their results. It is also a great motivational tool for the salesperson, as well as being useful to review results and determine the effectiveness of day to day efforts.

Sales plans are not only beneficial for the salesperson, but also for the other employees. From a top-level position (executive/management level), a sales plan creates awareness of what is expected to achieve for the company. **It also ensures the executive that the sales team is accountable to reaching specific, measurable goals for performance evaluation.**

There are three major areas you need to focus on when writing your sales plan.

You will need to:

- 1. Clearly define your sales objective(s)**
- 2. Provide a clear plan of action and**
- 3. Report and track your results**

1. Assuming your company already has a written business plan, take all sales goals and sales plans from your business plan and add it to the objective section of your sales plan. The purpose of having a clear sales objective section is to ensure that your all concerned clearly knows what their duties and responsibilities are for that year. Be sure to include everything you want done for the sales plan, **it is better to be exact instead of vague and exclusive.**

Everything from internal sales, such as training a new salesperson, to external sales, such as expanding customer base, needs to be included in this section. Be sure to include an executive summary in this section. This should be a quick overview of the entire sales plan. **There should also be a quarterly objectives section that outlines goals that should be met by each quarter, as well as clearly defined areas that you want to target your sales to selling in a particular territory.**

2. A plan of action is your next section. This is where your previous objectives will be given a specific path for following-through. You want to have your plan of action be written clearly and easy to follow. Having an unrealistic action plan will only deter results. Before you present your product to a prospect, make sure you know their company. **Your plan must emphasize the importance of doing research on each prospect**—this is will not only impress the prospect, but they will also remember who you are afterward.

The action plan should have a few different options / processes for your sales team to use. They also should use more than one route to get a prospect. If your salesperson sends a letter, e-mail, etc make sure they follow-up with the prospect within a week or so of them receiving the offer. **Once you have the prospect interested, there should be an action plan on finalizing the sale with the prospect to make them a customer.**

3. Your last section should be about reporting all your sales results. In this area you should have a system to track all results. This is necessary to evaluate results and efforts and to be more exact in the way you sell.

Your sales plan should be a 12-month plan that is reviewed quarterly and revised and updated each year. Because the business-world changes so rapidly and trends are continuously adapting, you will need to keep an up-to-date sales plan. **What worked a few years ago may not work today.**