2013 Sales Action Plan

What is/are the primary goal(s) you want to accomplish this year?

Try to be *SMART about it: Specific, Measurable, Attainable, Realistic and Timely.*

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What is your competitive advantage?

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Intero Advisory 2012

2013 Sales Action Plan

What resources do you need to accomplish these goals?

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Are their particular people you need to help you accomplish these goals? If so, who and what do you need from them?

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Revenue Goal for 2013 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Commission Goal for 2013 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Actual Revenue for 2012 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Commissions Earned 2012 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2013 Sales Action Plan

*1* List your top 10 customers

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Customer | 1. Revenue 2. Revenue | 2013  Projected  Revenue | Why +/-­‐ | Opportunity |
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# 2013 Sales Action Plan

*a*

List your top 15 customers + Use LinkedIn to Get More Connected

*1*

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| --- | --- | --- | --- | --- |
| Customer | Is your contact on LinkedIn? | Are You  Connected? | Are You Following  Their Company  Page? | Other Contacts You Should Know in LinkedIn |
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*2*List your top 5 prospects

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| --- | --- | --- | --- | --- |
| Prospect | Lead Source | Contact/Title | Opportunity | Why |
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*3*List 5-­‐10 OLD customers you would like to re-­‐engage from previous 3 years

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| --- | --- | --- | --- | --- |
| Prospect | Lead Source | Contact/Title | Opportunity | Why |
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*4*Outreach and awareness

List five ways you can get your message out so people know who you are and what you do.

These could include but are not limited to email messages, value propositions, direct mail, samples and online could include: LinkedIn, Pinterest, Facebook, Twitter, blogs etc.

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| --- | --- | --- |
| Outreach | Idea/Objective | Result |
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# 2013 Sales Action Plan

*5*Build your professional brand

List five things that will enable you to build your professional brand

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| --- | --- | --- |
| Currently Doing | To Start | Result |
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*6*Develop a networking plan

What can you do to get more “face time” with customers and prospects on a monthly basis?

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*7*Educate yourself

What can you do for one hour each week to improve yourself? Read a book, industry publication, vendor information, general interest and business, attend a training session, webinar, podcast etc.

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# 2013 Sales Action Plan

*8*Review and adjust

Review this plan on a regular basis and adjust areas that need modification every month.

This is a “work in process” and over time will develop into a useful tool for your sales efforts.

What motivates you?

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