

**Company Name**

***Company Slogan Goes Here Company Slogan Goes Here***

**Prepared By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**



**Main Contents of This Plan**

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**Sales Plan Template**

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| **Previous Period** | |
| **Revenue** |  |
| **Unit sales by product type** |  |
| **No of customers** |  |
| **Average order value** |  |
| **Geographic breakdown** |  |
| **Revenue by month/quarter** |  |
| **New business revenue** |  |
| **Renewal and existing business** |  |

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| **Market Analysis** | |
| **Customer groups by industries** |  |
| **Market size** |  |
| **Market Share** |  |
| **Changes in the market now? Future trends?** |  |
| **What factors are influencing growth or decline in your industry?** |  |

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| **Competitor Analysis** | |
| **Market players/competition** |  |
| **Competitive advantages of current players.** |  |
| **Strengths, Weaknesses, Opportunities and Threats** |  |
| **Statement of overall competitive position** |  |

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| **Sales Goals Revenue** | |
| **Revenue goals** |  |
| **Revenue by product type** |  |
| **Revenue by customer type** |  |
| **Revenue by territory** |  |
| **Existing clients** |  |
| **New business** |  |

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| **Sales Goals** | |
| **Market share goals** |  |
| **Unit sales by product type** |  |
| **No of new customers** |  |
| **No of new customers** |  |

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| **Overall Sales Positioning Plan** | |
| **New business acquisition strategies** |  |
| **New business acquisition tactics** |  |
| **Existing business growth strategies** |  |
| **Existing business growth tactics** |  |
| **Statement of overall competitive strategy** |  |
| **Pricing strategies** |  |

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| **Sales Activity Plan** | |
| **Milestones** |  |
| **Trade Shows** |  |
| **Key sales events** |  |
| **Key sales activities** |  |

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| **Resources and Staffing** | |
| **Staff requirements** |  |
| **Competencies** |  |
| **Other resource requirements** |  |
| **Briefing and communicating** |  |
| **Monitoring** |  |
| **Feedback** |  |