



## Sales Plan Template

### The Elements of a Successful Sales Plan

**Want your sales to skyrocket? Then build a strategic and tactical sales plan that will launch you far past your sales expectations.**

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Teneric is a business planning and marketing consulting company.

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### Sales Plan Defined

Our sales plans should be short, simple and to the point. It's our strategic and tactical schedule for sales. It's a plan that covers acquiring new business, growing our existing business book, and making or exceeding our sales quota within our sales territory. Typically, a healthy mix would include 75 percent of your sales quota from new business and 25 percent of your quota from add-on business from your existing customers.

### There are four basic parts of a sales plan:

1. New business acquisition strategies
2. New business acquisition tactics
3. Existing business growth strategies
4. Existing business growth tactics

### Before you start, you need to get a handle on some definitions:

**# Sales quota:** This critical element of your plan sets the tempo of your efforts throughout the year and provides quarterly, monthly, weekly and even daily sub-goals for you to achieve.

**# Sales territory:** Refers to the geographic area, list of named accounts or specific market niche you have been assigned to in which you are to sell your products, services and solutions.

**# Strategies:** The plan necessary to accomplish your goal.

**# Tactics:** The steps necessary to carry out the plan.

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## **New Business Acquisition Strategies and Tactics**

Include the following four strategies in your sales plan. Remember, these strategies are all designed to capture new customers and new market share. Important note: The numbers in bold represent the strategies with the tactics listed below them.

### **1. Exceed my quota.**

- \* Send no less than 50 letters of introduction to new prospects each week.
- \* Make no less than 50 cold calls of introduction to new prospects each week.
- \* Make no less than 20 face-to-face contacts with new prospects each week.
- \* Create no less than 10 proposals each week.
- \* Make no less than five presentations each week.

Important note: Your numbers will, of course, vary. What's important here is that you calculate exactly how many contacts you'll need to make in order to achieve your sales quota.

### **2. Increase awareness in the marketplace of my products, services and solutions.**

- \* Join and participate in no less than three professional associations and organisations that my best prospects and customers belong to.
- \* Attend any and all trade shows and conventions that my best prospects and customers attend.
- \* Purchase the mailing list of these associations and organisations and send either a postcard or a letter of introduction.
- \* On a regular basis, contribute articles and white papers that address the interests and concerns of this population.

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### **3. Increase awareness in the community of my products, services and solutions.**

- \* Attend all Chamber of Commerce networking events.
- \* Volunteer to speak at no less than 12 various organisations in my territory that have an interest in my product, service and solutions.
- \* Volunteer my time at three non-profit organisations.
- \* Join and participate in no less than three networking groups, such as Le Tip or Business Networking International.

### **4. Obtain referrals from all my new customers.**

- \* Within 30 days of delivering my product, service or solution, I will ask each of my new customers for at least three names and phone numbers of someone they personally know who may have a use for my products, services and solutions.

## **Existing Customer Business Strategies and Tactics**

Include the following two strategies in your sales plan. Remember, we design these strategies to capture high-margin, add-on business from your existing customers. Important note: Here again, the numbers in bold represent the strategies with the tactics listed below them.

### **1. Create a touch-point program.**

- \* Contact each of my existing customers no less than once per month with a new idea they cannot get from anyone else.
- \* Create a noteworthy monthly newsletter.
- \* Create a user-group within my existing customer base.
- \* Create some sort of Web-based seminar series for my existing customers.
- \* Take at least three existing customers to lunch each month and invite a new prospect to join us.

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## **2. Prospect within my existing customer base.**

- \* Knock on no less than three new doors, departments and divisions within each of my existing customers' businesses.
- \* Ask each of my existing customer contacts to introduce me to one other person within their organisation.
- \* Personally meet the top executive at each of my existing customers' businesses.

### ***The Time Is Now***

The final part of your sales plan must detail the timeline for implementing each of the tactics in your sales plan. It's best to show a week-to-week schedule.

Once you've created your sales plan, don't file it away! Keep it handy and revisit it and revise it on a regular basis. Stay on track with your plan, and you'll stay on quota.

## **CALCULATING YOUR PROSPECTING RATIO**

### ***Step One: Targets***

Monitor your own sales work for one month (or whatever period is appropriate in your industry) and answer these questions:

- A. If you contacted 100 suspects (via phone calls, mailings, in-person meetings or a combination of these), how many prospects would result? \_\_\_\_\_
- B. How many of the prospects you identified in A. would turn into hot leads? \_\_\_\_\_
- C. How many of the hot leads you identified in B. would you turn into actual sales? \_\_\_\_\_

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## **Step Two: Ratio**

Divide the number on line C by 100. The result is your ratio. \_\_\_\_\_

## **Step Three: Goals**

1. What is your yearly quota or sales goal, in dollars? \_\_\_\_\_
2. What are your projected sales totals, in dollars, from current customers? \_\_\_\_\_
3. Subtract item 2 from item 1 to yield the amount of new sales dollars needed this year.  
\_\_\_\_\_
4. Enter the dollar amount of your average sale. \_\_\_\_\_
- 5 Divide item 3 by item 4 to yield the number of new sales needed this year. \_\_\_\_\_

## **Step Four: Your Bottom Line**

Divide the number in item 5 by the ratio you calculated in Step Two. \_\_\_\_\_

T is the number of new suspects you'll need to contact in the coming year to reach your yearly target. Now divide that number by 52 (unless you plan on taking a week or two of vacation), and you'll know how many suspects you must contact each week to make your quota.

**Note:** Aim high! I always shoot for 125 per cent of the quota if I want to hit 110 per cent.

Tony Parinello is the author of the bestselling book, *Selling to VITO*, the Very Important Top Officer. For additional information on his speeches and his newest book, *Secrets of VITO*, call (800) 777-VITO or visit <https://www.vitosalestraining.com/>.

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