

SALES PLAN BASICS

CHEAT SHEET

The sales plan is a roadmap of how you plan to develop sales, maintain sales, grow your sales and put more sales dollars to the bottom line. Without specific sales targets and actionable execution, you won't get there.

A great sales plan will address:

- sales growth targets;
- how products will be sold;
- how much you will sell and when;
- who are the target customers;
- your competitive advantage differentiators;
- how you will measure success;
- the potential obstacles to success;
- competitors' possible impact on the sales plan execution;
- how you will stay relevant to your customers; and,
- how you will promote your products to your customers.

The sales plan is an important element of in sales success with your customers. A good plan defines sales expectations, pricing strategy, and outlines the sale supporting investments and when you will make them.

Forecasting Sales: Since no one has a crystal ball, you must use the information you have available, along with your historical knowledge of product sales, and any other market information you can obtain to predict future product sales. Having a sales plan will change you from being an order taker to becoming an order maker. Define your anticipated win/win sales outcomes, along with monthly sales targets and annual sales growth strategies.

SALES PLAN TEMPLATE

How much product do you plan to sell weekly, monthly and annually to each customer?

Use the plan to help you define the different sales & marketing tools at your disposal to drive product sales. Inside store investments with your customers are termed trade spend, and investments outside the store are called market spend. The sales plan will need to address both.

Trade Spend: The dollars your customers expect you to invest in driving the sale of your products in store at the retail level. You are responsible for the product pull (purchase) off the shelf not the retailer. If your product doesn't sell it's gone and replaced by products that do sell. Consumers make purchase decisions to buy at the shelf level, so any initiative that impacts the point of sale purchase decision should be a top priority. Some examples of trade spend are: advertisements, in-store specials, loyalty programs, product sampling demos, shelf talker signage, and special in store events.

Marketing Spend: You have many options available to facilitate outside the store product promotion. Traditional mass advertising along with social media can have strong customer sales impact. Market spend examples might include flyers and paper coupons, on-line coupons, social media, websites, product recipes, mass advertising (radio, TV & newspaper), events, sponsorships, etc.

CUSTOMER #1	WEEKLY		MONTHLY		ANNUAL	
	Units	Sales \$	Units	Sales \$	Units	Sales \$
Products						

