**Marketing and Sales Plan**

Identify to Whom you can Market your Services

Local physicians

Early intervention agencies

Local school districts

Preschools/child care centers

Adult day care centers

Local parent groups

Local theatre or singing groups

Area businesses

Other

Describe the Demand for your Services

How many people need or want your services?

Is there a specific need in your geographic area (not enough SLPs, high incidence of hearing loss, no SLPs or audiologists that evaluate or treat the disorder areas you intend to address)?

Will people pay for your services (is the community able to afford your services, is there a reimbursement system in place to pay for them)?

How will you Market Yourself to the Identified Referral Sources?

Describe your Sales Strategy

Will you hire salespeople?

Who are your distributors?

How will you manage sales?

Sales strategy information

SCORE sales forecast template