

Salesperson: _____ Time Period: _____ to _____

Focus Areas:

In addition to your normal job function, please focus on these areas:

- Create a qualified lead list of new prospects and contacts
- Fill your sales funnel at all stages with new selling opportunities
- Increase your sales volume and build a stronger book of business

Action Items

The focus areas above should include these activities,

- Minimum of _____ hours of phone time (in the office) each week
 - Qualifying new prospects and new contacts
 - Securing appointments for new projects and to demo product
 - Securing appointments to sell/close pending deals
- Organize and save your Lead List to the company's shared hard drive
- Keep your Pending Deals List file current and saved on the shared hard drive
- Meet with _____ each Wednesday to review your PIP, Lead List, Pending Deal List and Outlook Calendar
- Ask for assistance from your mentor or the management team as needed

Metrics

The following benchmarks are to be met (in addition to your normal performance standards) during the period indicated above:

- Maintain at least (100) qualified end-user leads and at least (25) high-level influencer leads on your call list
- Secure a minimum of (7) "new business" appointments per week
- Secure a minimum of (5) appointments with your existing network per week
- Hold at least (2) entertainment events per week
- Have (2) showroom visits each week with an end-user or influencer
- Hit \$100k per month in sales, or \$300k average per quarter

I agree and have received a copy of this plan.

Salesperson