



# 2013 Sales Action Plan

**What is/are the primary goal(s) you want to accomplish this year?**

Try to be *SMART* about it: *Specific, Measurable, Attainable, Realistic and Timely.*

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**What is your competitive advantage?**

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# 2013 Sales Action Plan

**What resources do you need to accomplish these goals?**

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**Are there particular people you need to help you accomplish these goals? If so, who and what do you need from them?**

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**Revenue Goal for 2013** \_\_\_\_\_

**Commission Goal for 2013** \_\_\_\_\_

**Actual Revenue for 2012** \_\_\_\_\_

**Commissions Earned 2012** \_\_\_\_\_



# 2013 Sales Action Plan

**1** List your top 10 customers

Customer	2011 Revenue 2012 Revenue	2013 Projected Revenue	Why +/-	Opportunity



## 2013 Sales Action Plan

### **1a** List your top 15 customers + Use LinkedIn to Get More Connected

Customer	Is your contact on LinkedIn?	Are You Connected?	Are You Following Their Company Page?	Other Contacts You Should Know in LinkedIn



## 2013 Sales Action Plan

### 2 List your top 5 prospects

Prospect	Lead Source	Contact/Title	Opportunity	Why



## 2013 Sales Action Plan

**3** List 5-10 OLD customers you would like to re-engage from previous 3 years

Prospect	Lead Source	Contact/Title	Opportunity	Why



## 2013 Sales Action Plan

### 4 Outreach and awareness

List five ways you can get your message out so people know who you are and what you do. These could include but are not limited to email messages, value propositions, direct mail, samples and online could include: LinkedIn, Pinterest, Facebook, Twitter, blogs etc.

Outreach	Idea/Objective	Result



## 2013 Sales Action Plan

### 5 Build your professional brand

List five things that will enable you to build your professional brand

Currently Doing	To Start	Result





## 6 Develop a networking plan

What can you do to get more “face time” with customers and prospects on a monthly basis?

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## 7 Educate yourself

What can you do for one hour each week to improve yourself? Read a book, industry publication, vendor information, general interest and business, attend a training session, webinar, podcast etc.

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## 2013 Sales Action Plan

### 8 Review and adjust

Review this plan on a regular basis and adjust areas that need modification every month. This is a “work in process” and over time will develop into a useful tool for your sales efforts.

What motivates you?

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