Standing Agenda
Monthly (sales & marketing) Meeting

Date _____

8am – 10am

Chair: Director / Manager / Meeting Organizer etc

Attendees: Attendee 1 Attendee 2
Attendee 3

Apologies: None

Please read: Last month's action points

Sales & Marketing

8am – 8.30am **Results** **Who**

- Review of last month's actions points — Director
- Results – KPI report (see below) — Manager
- Budget — Admin

8.30am – 9.30am **Next months projects & targets**

- Competitor analysis. — Dir
- Brand awareness. — ??
- Digital (website, apps etc) & SEO Update — ??
- Pricing structure — ??
- Customer charter — ??
- Advertising, Media & PR — ??

Operations

9.30am – 10am **Procedures**

- Progress on procedures manual — ??
- Other — ??

KPI Report	*Apr*	*May*	*Jun*	*Jul*	*Aug*	*Sep*	*Oct*	*Nov*	*Dec*	*Jan*	*Feb*	*Mar*
Stock levels												
- Target						1,200	1,150	1,100	1,050	1,000	950	900
- Actual						1,152	1,142					
Shop sales												
- Target						40	40	40	60			
- Actual						45						
Online Sales												
- Target						?	?	?	?			
- Actual						?						
Google tics												
- Target						?	?	?	?			
- Actual						?						

Monthly Sales & Marketing Meeting
Action points
Month : _____
Present : Owner name, Manager name, etc

No.	Point	Action allocated to	Agreed date
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

Completed by Who?
Date issued Date?
Date reviewed _____