



30 60 90 day plan for salespeople

30 days - Research and Plan (start now as if you were hired)

- Market research and industry analysis (Standard and Poor, Market Share Reporter, Industry Trade Associations annual conference)
- Interview customers, vendors and prospects. Feedback on positive and negatives.
- Compile findings
- Develop target goals
- Develop market strategy
- Identify promotional offers
- Develop collateral material
- Develop social media and other marketing support
- Verify delivery capacity with suppliers/vendors
- Establish relationships with vendors, competitors, industry watchers, prospects and customers

Goal: identify opportunity strategy and size of market

60 days - Implement and Test

- Initiate marketing / sales campaigns (phone, appointments, direct mail, email, ads, video, etc).
- Implement testing and metrics (direct response ads, pipeline, activity vs results)
- Monitor response level, adjust offers, targets, mail pieces, etc. as appropriate.

Goal: Determine exactly what increases response rate

90 day - Revise and Systemize

- Document system (how to run the campaigns)
- Develop training programs (video, print, handouts, system training)
- Hire, train and staff additional sales team

Goal: increase capacity and speed of marketing/sales system