

SALESSTAR Sales Plan

Company Name

Date Last Updated

STRATEGIC GROWTH INTENT

2 YEAR SALES GOALS

	Previous 12 Months	Next 12 Months	Next 24 Months	Next Quarter
Targeted Revenue				
- Forward Orders (if applicable)				
- Existing Business You Can Count On <small>(recurring revenue, contracted eg service or maintenance contract, repeat orders)</small>				
+ Percentage Churn				
New Sales For The Year				
- Increase SOW with Existing Clients <small>(farming)</small>				
= Sales to NEW Customers				

LEADING ACTIVITY

	12 Months	Monthly	Weekly	Conversion Ratio
Deals Required				
Proposals Presented				
Exploration Meetings				
Prospecting Calls				
Account Management Calls				

90 DAY STRATEGIC PRIORITIES

	Who	When

TARGET MARKET

	Target Market 1	Target Market 2	Target Market 3
Target Markets			
Target Audience			
Problems We Solve			
Gains We Provide			
Strategic Messaging	Positioning Statements	Positioning Statements	Positioning Statements
	UVPs	UVPs	UVPs
	USPs	USPs	USPs