

# 30/60/90 Day Action Plan

## General Action Items (30 Days):

- Gather understanding of corporate culture policies, mission objectives, vision etc
- Learn/Understand Product/Services Portfolio
- Review & comprehend sales and marketing business plan & goals.....*within first 2-weeks*
- Acquaint myself with sales team, sales reps, key in-house personnel.....*within first 3-weeks*

## (60- 90-Days) Global Sales Business Plan:

Thorough review of: Personnel, General Market Conditions, Customer Priorities & Trends, Internal Analysis, Critical Success Factors and S.W.O.T. analysis

- Review "State of the Business"/Personnel Overview with VP of Sales .....Jan/Feb
  - Set up processes (e.g. communication plan, business priorities, budget, compensation process, development plans, segmentation)
  - Set up communication with leadership team immediately, schedule one-on-one direct report sessions
  - Understand vision & mission statement for the Sales & Marketing Team. Build business plan.
  - Organize & Schedule field time to get a better perspective of the business (Sales)
- Become familiar with Internal Support.....Feb/March/April
  - Develop partnerships with key internal BPS resources (schedule one-on-ones)
  - Brand Marketing (Corporate Expectations)
  - Business Operations (Business Analytics focus)
  - Sales Training/Development (Sales Training Initiatives/Support)
  - Human Resources (Succession Planning/Personnel Review)

## Long Term Goals (after 90-Days)

- Develop all-inclusive strategic LRP Global Sales action plan.....*2<sup>nd</sup> Quarter*
- Implement Key Customer call plan/processes..... *2<sup>nd</sup> - 4<sup>th</sup> Quarter*
- Schedule recurrent work-sessions with mgmt/sales team..... *2<sup>nd</sup> Quarter*
- Field ride sessions (market place understanding/knowledge of personnel)..... *on going*
- Measure/analyze/communicate business results..... *on going*