

Developing a Sales Strategy

Step 1	Set sales goals based on your organization's financial plan and budget
Step 2	Develop a list revenue sources. Where does 80% of your business come from? Are there current revenue sources that can send you more business?
Step 3	Develop a master list (through brainstorming and research) of potential revenue sources that are not using your service.
Step 4	Organize this list by major categories (see illustration)
Step 5	This list will be long. In order to narrow your focus, develop some criteria for prioritizing the initial list.
Step 6	For those revenue sources, which make it to your priority list, identify the information you need to collect about them.
Step 7	Develop a set of tactics for each target revenue source. Identify timeline, lead person, and what you hope to achieve. You should have tactics for both current and new revenue sources. (See illustration)