

# 30 60 90 day plan for salespeople

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## **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)