



Sales Plan

Existing Customer Business Strategies and Tactics

1 Create a touch-point program.

2 Prospect within my existing customer base.

Personally meet the top executive at each of my existing customers' businesses.

Ask each of my existing customer contacts to introduce me to one other person within their organization.

Knock on no less than three new doors, departments and divisions within each of my existing customers' businesses.

Don't forget to calculate your ratio!



New Business Acquisition Strategies and Tactics

1 Exceed my quota.

2 Increase awareness in the marketplace of my products, services and solutions.

3 Increase awareness in the community of my products, services and solutions.

4 Obtain referrals from all my new customers.

Within 30 days of delivering my product, service or solution, I will ask each of my new customers for at least three names and phone numbers of someone they personally know who may have a use for my products, services and solutions.