

# SALES ACTION PLAN

## GOAL

### CUSTOMER SEGMENT TARGETS

### LEADING PROSPECTS

### KEY TEAM MEMBERS

### ESTABLISHED PLAN OF ATTACK

### OUTREACH & AWARENESS

### BRAND ESTABLISHMENT

### NETWORKING

### SUPPORTING RESEARCH

### EVALUATION PLAN

### STRATEGIC ACTION DESCRIPTIONS

### PARTY / DEPT RESPONSIBLE

### DATE TO BEGIN

### DATE DUE

### RESOURCES REQUIRED

### DESIRED OUTCOME

### ADDITIONAL NOTES