

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