

Sales Plan

Sales Goals Revenue

Revenue goals	Break this down by month/quarter and express as % change
Revenue by product type	Break this down by month/quarter and express as % change
Revenue by customer type	Break this down by month/quarter and express as % change
Revenue by territory	Break this down by month/quarter and express as % change
Existing clients	Break this down by month/quarter and express as % change
New business	Break this down by month/quarter and express as % change

Sales Goals

Market share goals	Express as overall market share required and as % change
Unit sales by product type	Number and % change
No of new customers	Number and % change
No of new customers	Number and % change

Overall Sales Positioning Plan

New business acquisition strategies	Overall strategy. Try to express it in one or two sentences. "New business growth will come from two principle areas: China and sales of product X in the semiconductor industry"
New business acquisition tactics	Specific new business activities. For example lead acquisition, contact targets, sales promotion etc
Existing business growth strategies	Again express this in a sentence or two. "Existing business growth will be achieved by selling enhanced customized services as part of the renewal program."
Existing business growth tactics	Timings, activities, sales promotion etc.
Statement of overall competitive strategy	How will you position yourself versus your competitors?
Pricing strategies	Low cost/high volume? Increase yield per customer? Etc.