

# Sample Sales Plan

<b>Previous Period</b>	
Revenue	Exactly how much you generated. Don't forget credit notes, bad debts and deferred payments
Unit sales by product type	Which products sell best? Are they continuing to grow?
No of customers	Do the 80:20 rules apply? How reliant are you on a small number of customers?
Average order value	Is this changing?
Geographic breakdown	A breakdown by sales territory. Which territories generate most/least?
Revenue by month/quarter	Are there trends, when are the weak strong periods
New business revenue	What proportion of business is new?

<b>Market Analysis</b>	
Customer groups by industries	Who and where are your customers?
Market size	Is the market growing
Market Share	Best broken down by product. Which products are Stars, Cash Cows, and Dogs?
Changes in the market now? Future trends?	What trends can you foresee?