

**Table of Contents**

1. Introduction xx

2. Overview xx

3. Phase 1 xx

4. Phase 2 xx

5. Phase 3 xx

6. Summary of Key Tasks xx

7. Key Questions xx

8. Complex Sales Plan Mapping xx

1. **Introduction**

The need to ramp up sales and profit is imperative in every business endeavors if it wants to achieve its short- and long-term goals and objectives. Profit is the lifeblood of a business and it is through sales that profits materialize especially in the kind of industry that [INSERT COMPANY NAME] is engaged in. In order to facilitate the increase of revenue through sales, the company has developed this 90-day sales action plan which outlines the course of action that the company will undertake to achieve its short- and long-term sales goals. At least [INSERT PERCENTAGE] % of companies coming from the same industry have used a similar 90-day sales action plan to improve revenue generation.

1. **Overview**

The plan will be divided into three (3) phases with each phase having thirty (30) day action items that need to complete within their respective timelines. The table below provides an overview of the plan.

|  |  |  |
| --- | --- | --- |
| **Phase 1** | **Phase 2** | **Phase 3** |
| 1. Company Orientation2. Training3. Setting of Goals4. Review of Strategic Plan5. Start of the Tactical Plan6. [INSERT OTHER ITEMS] | 1. Meetings in Territory.2. Working on the Top 20 Company Accounts3. Working on the Secondary Accounts4. Continue Pipeline Build5. [INSERT OTHER ITEMS] | 1. Generate Pipeline Quota2. Refine and Polish Daily Strategies and Tactics3. Establish a Long-Term Sales Plan4. Manager Review5. [INSERT OTHER ITEMS] |

1. **Phase 1**

This phase of the plan covers the first thirty (30) days of the entire 90-day sales action plan. It can be summed up into three categories: company training, strategy, and tactics. The goal of this phase is to identify, rank, and map out target customers with the highest probability of closing sales. The table below shows the outline of actions to be taken by the company at this stage of the plan.

|  |  |  |  |
| --- | --- | --- | --- |
| **Action** | **Details** | **Start Date** | **End Date** |
| 1. Orientation
 | [INSERT DETAILS OF ACTIONS] | [INSERT START DATE] | [INSERT END DATE] |
| 1. Master the relevant subject matter
 |  |  |  |
| 1. Discuss and review the marketing strategy, products, services, and company processes
 |  |  |  |
| 1. Identify and learn the procedures for reports, emails, and other relevant paperwork
 |  |  |  |
| 1. Learn about primary competition
 |  |  |  |
| 1. Discuss and review strategies and tactics
 |  |  |  |
| 1. Meet with the manager to set out expectations and priorities
 |  |  |  |
| 1. Commence communication, correspond with other teams, and meet with prospective customers
 |  |  |  |
| 1. [INSERT OTHER ACTIONS ITEMS]
 |  |  |  |

1. **Phase 2**

Phase 2 encompasses the first sixty (60) days of the plan and can be summarized as a continuance of actions to schedule meetings in different territories and refine the sales strategies and tactics. This phase aims to optimize the expected results of the sales plan which is based on territory coverage and channel capacity. The actions to be taken under this plan are shown in the table below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Action** | **Details** | **Start Date** | **End Date** |
| 1. One-on-one pipeline coaching
 | [INSERT DETAILS OF ACTIONS] | [INSERT START DATE] | [INSERT END DATE] |
| 1. Review of goals and objectives
 |  |  |  |
| 1. Learn collaborative work with alliance partners
 |  |  |  |
| 1. Learn more about advanced sales processes
 |  |  |  |
| 1. Complete mastery of the details and specifications of the products and services being offered
 |  |  |  |
| 1. Mastery of the sales pitches and presentations
 |  |  |  |
| 1. Mastery of the price list and discount policies
 |  |  |  |
| 1. [INSERT OTHER ACTIONS]
 |  |  |  |

1. **Phase 3**

This is the closing phase of the plan and will include the following actions until culmination. The plan will culminate with a celebration of the sales team’s success in achieving the goals and objectives. The goal under this phase is to wrap up the activities and set the success metrics in order to determine the number of deals closed and the amount of revenue generated.

|  |  |  |  |
| --- | --- | --- | --- |
| **Action** | **Details** | **Start Date** | **End Date** |
| 1. One-on-one coaching focused on marketing and selling skills
 | [INSERT DETAILS OF ACTIONS] | [INSERT START DATE] | [INSERT END DATE] |
| 1. Continued refinement of tactical strategies
 |  |  |  |
| 1. Learn and master forecast strategy
 |  |  |  |
| 1. Implementing new plans, techniques, and procedures to improve product and service presence in the market
 |  |  |  |
| 1. Determine the total number of deals closed
 |  |  |  |
| 1. Review major sales incidents for the past ninety (90) days.
 |  |  |  |
| 1. Celebrate success
 |  |  |  |
| 1. [INSERT OTHER ACTIONS]
 |  |  |  |

1. **Summary of Key Tasks**

Below is a summary of the key tasks to be performed and completed during the 90-day period covered in this plan.

|  |  |  |  |
| --- | --- | --- | --- |
| **Key Tasks** | **30 days** | **60 days** | **90 days** |
| 1. Historical Sales Analysis
 | [INSERT CHECK MARK IF APPLICABLE WITHIN THE PERIOD] | [INSERT CHECK MARK IF APPLICABLE WITHIN THE PERIOD] | [INSERT CHECK MARK IF APPLICABLE WITHIN THE PERIOD] |
| 1. Customer Interviews
 |  |  |  |
| 1. Creation of a Customer Model
 |  |  |  |
| 1. Creation of a Capacity Model Plan
 |  |  |  |
| 1. Rank and Map Targets
 |  |  |  |
| 1. Determine Sales Metrics
 |  |  |  |
| 1. Performing Gap Analysis
 |  |  |  |
| 1. Execute Sales Campaigns
 |  |  |  |
| 1. Deliver the Quota Achievement Plan
 |  |  |  |
| 1. Execute the Email and Call Campaign
 |  |  |  |
| 1. Deliver the Pipeline Plan
 |  |  |  |
| 1. [INSERT OTHER KEY TASKS]
 |  |  |  |

1. **Key Questions**

The following key questions should be considered in determining the most appropriate course of action. The following are the key questions used in the development of this plan.

1. What are the biggest challenges that the company will be facing in the next [INSERT NUMBER OF YEARS] years?
2. How is this plan going to address the said challenges?
3. What are the action items that absolutely require accomplishment in the first ninety (90) days?
4. What are the actions that need to be accomplished after the end of the first ninety (90) days?
5. What are the opportunities for growth available to the company?
6. What are the sales objectives in terms of profit and revenue generation?
7. [INSERT OTHER QUESTIONS]
8. **Complex Sales Plan Mapping**

This section is designed to win complex sales. The sales plan mapping used in this section is based on the famous Maverick Selling Method. It is a unique selling method that provides a complete picture of a complex sales work and has been modeled according to the most successful people in the sales industry. The following table outlines the complete process under this method.

|  |
| --- |
| **Mind Map** |
| **Business Sales** | **Prospecting** | **Technical Sales**  | **First Call** |
| 1. Who needs to sign off?2. Business justification3. Risks4. Players* Who is the person responsible for the initiation of purchases?
* Who can say no?

5. Laws6. [INSERT OTHER ITEMS] | 1. Who* Title
* Industry

2. Highest value/low resistance3. Where* Geographic location
* Online preferences

4. What do they care about?5. [INSERT OTHER ITEMS] | 1. What are the sets of rules?* Time
* Money
* Rules that need to be modified

2. Written requirements3. Authority for technical recommendations4. Informal requirements5. Influencers6. Lockouts7. Alternatives8. Applicable laws9. Usual errors and how to prevent them10. [INSERT OTHER ITEMS] | 1. Direct Push* Tell customers about what they do not know
* Talk to customers about what others are doing

2. Indirect Push* Case study
* Industry research

3. Pull* Identify a customer’s level of commitment, credibility, openness, and urgency
* Set meeting objectives
* Identify their needs and wants
* Identify the preparations required
* Identify error areas and the means to prevent them

4. [INSERT OTHER ITEMS] |



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