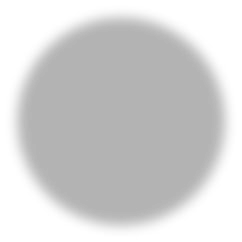
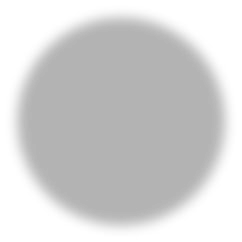
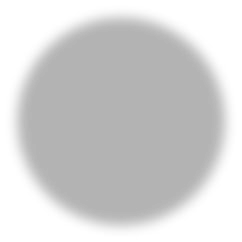
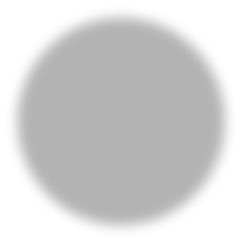
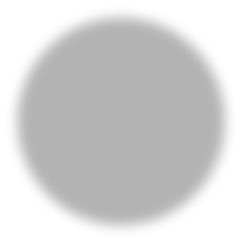
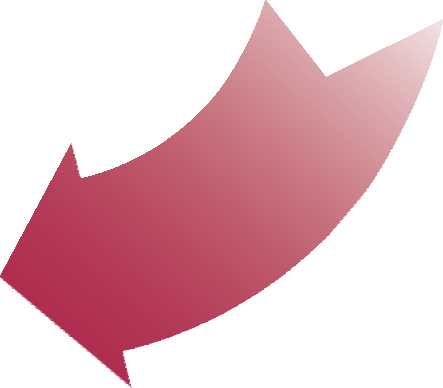
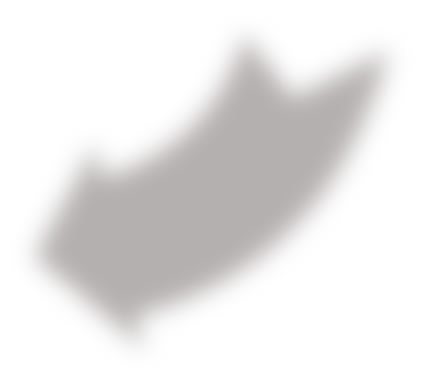
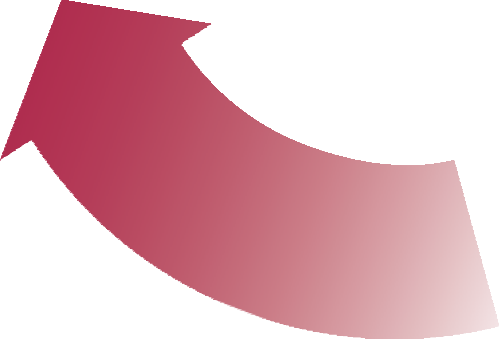
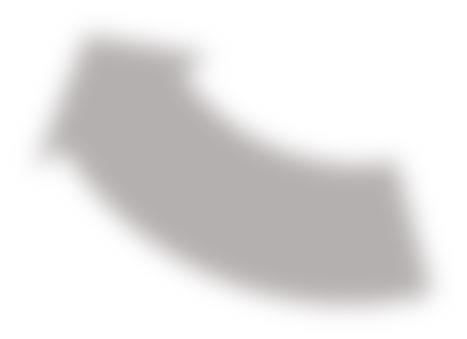
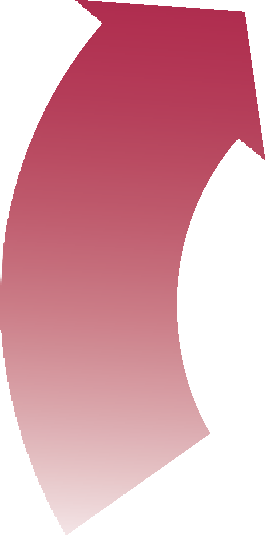
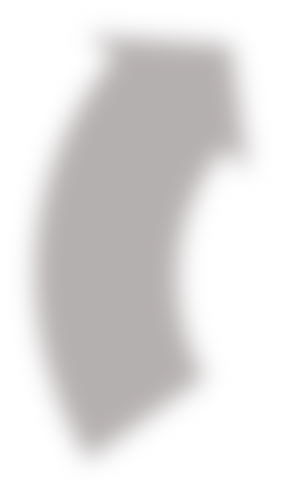
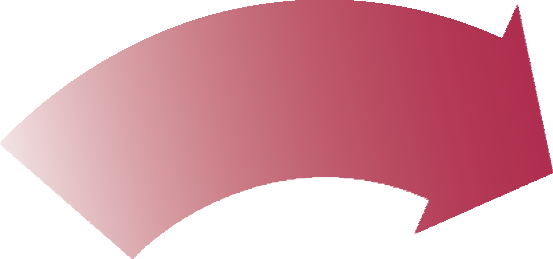
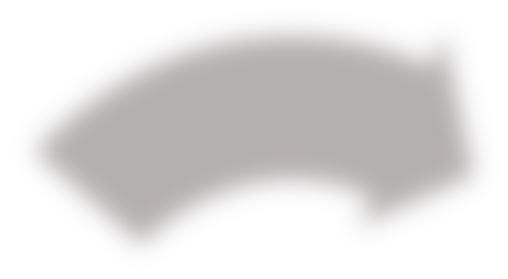
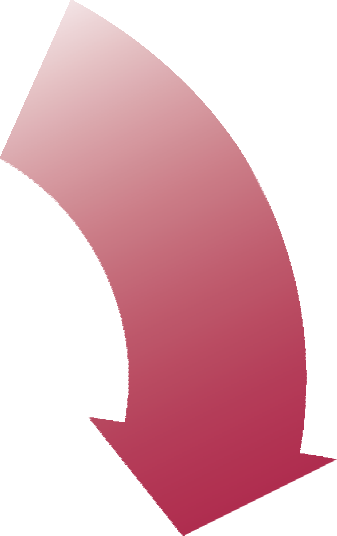
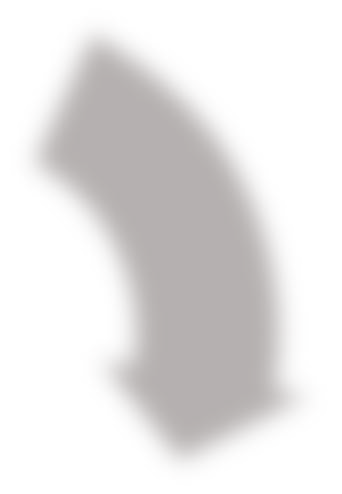
**The 5 steps to developing your sales plan**

The planning and time you put into developing your sales plan is as important as the final written plan. Work through the 5 steps and you’ll have a well thought out, focused plan to drive sales. Each step is important - from looking at past sales performance to evaluating your business against the competition to allocating resources and measuring effectiveness.

1. The **past** - sales history
2. The **present** - market analysis
3. The **competition** - competitor analysis
4. The **future** - sales and revenue goals
5. The **sales plan** - positioning and actions



**The Past**

sales history

**1**

**5**

**Sales Plan** positioning and actions

**Present**

market analysis

**2**

**4**

**Future**

sales and revenue goals

**3**

**Competition**

competitor

analysis

|  |  |
| --- | --- |
| **1. The past - sales history** | |
| **1.1 Revenue** | Use internal systems and reports to analyse revenue –product/service or solution sales etc. |
| **1.2 Sales mix** | Which areas of the business perform best? Does the 80:20 rule apply? If you are too reliant on a small number of customers it can have a big impact if they contract. |
| **1.3 Key performance indicators** | Work out   * average spend per customer or average ticket size * Customer retention or attrition rate * CAC etc |
| **1.4 Business mix breakdown** | Which areas of the business mix generate the most and least revenue?   * Regional or local markets * National/International markets |
| **1.5 Cost of Sales** | Do you understand the true cost of sale for?  Products or services:   * What costs does your business incur, for example costs for managing and updating your website including design, hosting costs, commission to booking sites, managing email, channel manager, PPC and SEO? |
| **1.6 Seasonal nature of revenue** | Determine weak and strong periods:   * Are there trends? * What is forecast? |
| **1.7 New/renewal/ existing business** | New/repeat/existing business:   * What new business is there and what is it worth? * Who are the business’ top 100 customers? * What is the retention/renewal rate? |

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| **2. The present - market analysis** | |
| **2.1 Customer groups** | Who are my customers?   * Overseas or domestic? * Culturally Curious, Great Escapers or Social Energisers? * Where are they from? |
| **2.2 Market size and share** | Is the market growing? Analyse industry trends. What share of the market am I getting? |
| **2.3 Changes and trends** | What trends can be foreseen?   * Where is the business now against where it is was? * What’s happening to my customers that will influence sales? * What’s happening in the market that will influence sales? |

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| **3. The competition - competitor analysis** | |
| **3.1 Competitive advantages** | Competition:   * What makes my business different? * How do competitors’ offerings and rates compare with my business? * Do I have a competitive edge? |
| **3.2 SWOT** | **Strength:** What does your business do well, that is beyond what your competition does?  **Weakness:** What does your competition do better than you?  **Opportunity:** Something outside your business that can be turned into a strength e.g. new infrastructure, a change in consumer behaviour  **Threat:** An external influence that poses a threat to your business beyond your control e.g. reduced air access from a key market |

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| **4. The future - sales and revenue goals** | |
| **4.1 Revenue goals** | Set sales targets by segment, by market or by product mix:   * Overseas vs domestic business * Product A vs Product B business |
| **4.2 New/repeat/ existing** | It’s cheaper to sell more to existing customers than acquire new ones:   * My top customers and type of business they generate * New business from new customers * New business from existing customers |

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| **5. The sales plan - actions** | |
| **5.1 Acquiring new business** | How will new business be acquired?   * Sales strategy - Offline and Online * Through brokers, distributors, channel partners etc * Organic vs Inorganic |
| **5.2 Growing existing business** | Review what you have done in the past - learn from mistakes and repeat what worked well |
| **5.3 Sales Action Plan Template** | Set out all your sales activities by:   * Month * Detail of the sales action * Target * Resources (budget and staff) * KPIs * Responsibility |