Free Sales Plan Template.

Please customise it to suit your specific business needs

**[Your Company Name] Sales Plan

Executive Summary

- Overview of the sales plan and its objectives.
- Key sales metrics and targets.

2. Business Overview:

- Briefly describe your company's products or services.
- Identify your target market and customer segments.
- Highlight your unique selling propositions (USPs).

3. Sales Objectives:

- Outline specific sales goals and targets for the designated period (e.g., quarterly or annually).
- Define measurable objectives, such as revenue, units sold, market share, or customer acquisition.

4. Sales Strategies:

- Identify the strategies you will use to achieve the sales objectives.
- Highlight your competitive advantages and how you plan to leverage them.
- Describe any sales tactics, promotions, or discounts you'll implement.

5. Sales Team:

- Provide an overview of your sales team structure and roles.
- Mention the total number of sales representatives and their territories.
- Outline any training or support programs to enhance the sales team's performance.

6. Sales Prospecting:

- Describe the methods you'll use to identify and reach potential customers.
- Define your lead generation process and sources (e.g., social media, referrals, cold-calling, email etc.).

7. Sales Process:

- Outline the step-by-step sales process from prospecting to closing deals.
- Include details about lead qualification, nurturing, and follow-up procedures.

8. Sales Forecasting:

- Provide a sales forecast for the designated period based on historical data, market trends, and current opportunities.
- Break down the forecast into product categories or customer segments if applicable.

9. Sales Metrics and KPIs:

- Identify key performance indicators (KPIs) for measuring sales team performance.
- Examples include conversion rate, average deal size, sales cycle length, and customer retention rate.

10. Sales Budget:

- Create a budget for sales-related activities, i.e. marketing, travel, events, and sales tools.
- Ensure the budget aligns with the overall financial goals of the company.

11. Sales Support and Resources:

- Describe any resources or tools available to the sales team (e.g., CRM, sales materials).
- Explain how marketing, customer support, and other departments will support the sales team.

12. Sales Contingency Plan:

- Address potential challenges and risks that could impact sales performance.
- Develop contingency plans to handle unforeseen circumstances.

13. Timeline and Milestones:

- Create a timeline with specific milestones for tracking progress toward sales goals.
- Set regular review meetings to assess performance and adjust as needed.

14. Conclusion:

- Summarise the key points of the sales plan.
- Reiterate the sales objectives and the importance of achieving them.

Remember to keep the sales plan concise, actionable, and easy to understand. Regularly review and update the plan as your business evolves and market conditions change.