

ONE PAGE SALES PLAN

OUR WHY

HELP - Why do you do what you do, the bigger the reason why the easier the how.....

IDEAL CLIENT PERSONA

HELP - Think of your top 5 clients.....

OUR SALES STORY

HELP - When creating this think of, Clients issues addressed, how you solve them & what makes you different! Remember talk about the client 80% of the time WIIFM....

WHERE WE ARE NOW

REVENUE

HELP - Think revenue from - new business, Existing clients & Total.....

PEOPLE

HELP - Who, how(recruitment), training, culture and anything people related....

SYSTEMS

HELP - Sales model, lead generation, outreach, sales cadence, commission model.....

TECHNOLOGY

HELP - CRM, meetings, data, automation...

WHERE WE WANT TO BE

REVENUE

PEOPLE

SYSTEMS

TECHNOLOGY

WHAT WE NEED TO DO

REVENUE

PEOPLE

SYSTEMS

TECHNOLOGY