

90 DAY SALES PLAN



The **90 day sales plan** uses the 'Law of Averages' and the 'Law of Momentum' to focus the sales and marketing team on driving daily performance and profitability. Benefits in implementing this process include:

- 1) Increase sales and margins over 90 days.
- 2) Improved systems and processes. (e.g. Call cycles and Customer plans)
- 3) Improved Key Account Management processes.
- 4) Increased order pipeline.
- 5) Improved inter divisional communication.
- 6) Improved sales and marketing team focus.
- 7) Improved customer centricity.
- 8) Reduction of wasted time and costs.

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Preparation:

Preliminary activities are designed to create clarity, focus and ownership through empowerment.

<u>Action Items</u>	<u>Comments and Solutions</u>
<i>Identify expectations, prioritise and link to time frame. (Scorecard)</i>	•
<i>Identify Key Accounts (A) and critically review each strategic plan.</i>	•
<i>Identify assigned accounts (B & C) and critically review individual sales plans and goals.</i>	•
<i>Territory / budget discussion (market & competitor's) and review past goals and action plans.</i>	•
<i>Develop skills and knowledge plan with time lines. (Licence to Work)</i>	•

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0 to 30 days – Knowledge:

Focus on learning the company, its products, processes, systems and sales support systems. Develop relationships with customers, sales team and support staff.

<u>Action Items</u>	<u>Comments and Solutions</u>
<i>Develop & Initiate action plan for sales goals and account plans for each account.</i>	•
<i>Calculate number of calls, presentations, and demonstrations required for goal to be reached.</i>	•
<i>Develop continuous learning plan for product knowledge and service offerings.</i>	•
<i>Initiate weekly meetings with support teams and product specialists to build ‘team approach’ for accounts.</i>	•
<i>Initiate weekly sales meeting, plan / budget review and peer learning. (all are smarter than one)</i>	•
<i>Initiate daily update of budget actual against plan sent to individuals</i>	•
<i>Identify ‘problem accounts’ and formulate penetration plan using internal resources.</i>	•
<i>Identify current opportunities in 90 day pipeline – follow up using internal resources..</i>	•
<i>Identify new key decision makers and initiate discussions – build relationship.</i>	•

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31 to 60 days – Back to Basics:

Focus on getting up to speed by concentrating on value adding activities prioritised by income generation potential.

<u>Action Items</u>	<u>Comments and Solutions</u>
Ensure all 30 day plans are complete. Report on progress.	•
Continue with 'open ended' plans. (weekly meetings)	•
Review 90 day plan and refine as necessary. Targets / goals should never be reduced.	•
Update 90 day pipeline with new opportunities.	•
Develop and present new PSO presentations.	•
Identify OEM's to create partnership opportunities.	•
Continue to identify and execute closing opportunities.	•
Better understand and leverage organizational functions for enhanced customer centricity.	•
Continue to follow up all planned actions, promises and outstanding orders.	•
Continue updating customer plans and penetration/defence strategies.	•
Continue training and knowledge sessions with accounts.	•

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61 to 90 days – Innovation:

Focus on innovation and new ideas. Use team meetings and customer visits along with LEAN tools.

<u>Action Items</u>	<u>Comments and Solutions</u>
<i>Ensure all 60 day plans are complete. Report on progress.</i>	•
<i>Continue with 'open ended' plans. (weekly meetings)</i>	•
<i>Continue to identify and execute OEM partnership opportunities.</i>	•
<i>Continue to follow up all planned actions, promises and outstanding orders.</i>	•
<i>Increase level of contact with Key Accounts to better understand their "hassle". Update Key Account plans.</i>	•
<i>Review activities to improve efficiency and effectiveness. Maximise 'face time'. Work smart.</i>	•
<i>Develop competitor/market analysis. Identify competitor threats and develop a defence / attack strategy.</i>	•
<i>Initiate Value Stream team to review value chain. Identify 'Blue Ocean' opportunities.</i>	•
<i>Continue training and knowledge sessions with accounts</i>	•

