

100-DAY SALES PLAN PROJECT IDEATOR

Prospecting Plan of Action

	Sales Project	Sales Project Description
 Funnel Fillers	LinkedIn Lead Conversion Strategy	Build & implement your LinkedIn lead identification and conversion strategy.
	Sales Conversation Generator Campaign	Create & implement a campaign designed to generate conversations with your leads - both new and old and move them from basic engagement to a qualified sales opportunity.
	Conference Selling Strategy	Develop your conference playbook for setting meetings, generating qualified leads and following through post-event to maximize your event ROI.
	Social Selling Strategy	Create a system for finding, engaging and converting sales leads from various social networks, such as Facebook, LinkedIn Groups, Instagram, community blogs and Quora.
	The [YOUR COMPANY] Partner Program	Build your company's Partner Sales & Marketing Program, including Referral partners, Resellers, Affiliates and Co-marketing partnerships.
 Authority Voice	The [YOUR COMPANY] Prospect Education Event	Create and deliver a webinar, conference call or online workshop designed to teach your prospects about their problem and convert them from attendees to qualified leads.
	Conference Speaking Strategy	Build your company playbook for booking yourself as a speaker, panelist or workshop hosts at industry conferences and events, and generating leads from getting on stage and in front of your target audience.
	LIVE Event Strategy	Teach an in-person workshop, host a Meetup event or host an invite-only event for your target market to teach your prospects about their problem, and convert attendees to qualified leads.
	The [YOUR COMPANY] White Paper	Write and publish a white paper for lead generation, lead development and buyer education.
	The [YOUR COMPANY] Podcast Tour	Create a podcast tour in which you are the featured guests on podcasts with audiences in your target market.
 Lead Qualification & Management	The Perfect Prospect Profile	Identify and build your customer avatar so that you and everyone at your company knows exactly who you are targeting with your sales and marketing efforts.
	The [YOUR COMPANY] Qualification Question Tree	Build your sales playbook and flowchart for qualifying prospects into, and out of, your sales pipeline.
	The [YOUR COMPANY] Buyer Analysis	Identify and generate value statements and value propositions for each Buyer Type involved with and influencing purchasing decisions of your product or service.
	Target Market Finder	Identify the market segment, niche, vertical or industry that is the primary focus of your company's sales and marketing efforts.

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Map My Sales Process

	Sales Project	Sales Project Description
 <p>Demo Design & Big Meeting Prep</p>	The [YOUR COMPANY] Demo Design	Build a playbook for booking, confirming and executing the perfect product demo.
	Situation Slide Builder	Create a standardized system and a way to customize your introductory slide for all product demos and "big meetings" with prospective customers.
	The Pre-Meeting Methodology	Build a playbook for preparing for product demos and big meetings, including how to complete needs analysis with every attendee, and checklist preparation for onsite and offsite logistics.
	The Big Meeting Script	Write and document the key elements to deliver at every "big meeting" and product demo.
 <p>Close Plans</p>	The [YOUR COMPANY] Sales Map	Create and deliver a webinar, conference call or online workshop designed to teach your prospects about their problem and convert them from attendees to qualified leads.
	The [YOUR COMPANY] Close Plan System	Build your company playbook for booking yourself as a speaker, panelist or workshop hosts at industry conferences and events, and generating leads from getting on stage and in front of your target audience.
	The Customer Collaborator	Teach an in-person workshop, host a Meetup event or host an invite-only event for your target market to teach your prospects about their problem, and convert attendees to qualified leads.
	The Open Loop Finder	Write and publish a white paper for lead generation, lead development and buyer education.
 <p>Momentum Maintainers & Stalled Deal Strategy</p>	The [YOUR COMPANY] Casting System	Create and launch your own podcast to reach and teach your target market.
	Deal Revival Campaign	Identify and build your customer avatar so that you and everyone at your company knows exactly who you are targeting with your sales and marketing efforts.
	Email Electrifier Campaign	Build your sales playbook and flowchart for qualifying prospects into, and out of, your sales pipeline.

100-DAY SALES PLAN PROJECT IDEATOR Pipeline Pull-Through Strategy

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 <p>Why Buy</p>	The ROI Researcher	Creating a process for partnering with prospective customers to identify and document the ROI received by implementing your product or service.
	Customer-Value Conversations	Booking and completing conversations with existing customers about their ROI and outcomes from implementing your product or service.
	Product Pricing Plan	Establish a pricing program for your product(s) and service(s).
 <p>Pilot Programs</p>	The [YOUR COMPANY] Pilot Program	Build your Pilot Program strategy, including pricing, metrics & measurable outcomes, length of time, product usage, users, implementation and reporting to key influencers at your target customer.
 <p>Work Plans</p>	The [YOUR COMPANY] Procurement Planner	Build your portfolio of key documents and deliverables to meet the requirements of your customers' procurement & legal teams.
	The Risk Management Manager	Build your portfolio of key documents and deliverables to meet the requirements of your customers' risk management teams.
	The A+ IT Audit Plan	Build your portfolio of key documents and deliverables to meet the requirements of your customers' IT teams.

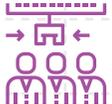
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Manage My Paying Customers

	Sales Project	Sales Project Description
 <p>Implementation & On-boarding</p>	30-60-90 Day Path to New Customer Bliss	Build your implementation system for the first three months to insure your customer is 100% up and running successfully with your product or service.
	The [YOUR COMPANY] Training System	Document the training and user onboarding requirements for new customers.
	3 x 3 Weekly Customer Communication Plan	Build and implement a weekly meeting structure with new clients through the first 30-90 days of product implementation.
	Train the Trainer Template	Document the training and user onboarding requirements that your point of contact or training team at your customer will teach and implement to the users of your product or service.
 <p>Customer Success Strategy</p>	The Customer Captain Creator	Design a program that designates key managers and users on your customers' team that will assist with new user training, new user onboarding and product feedback.
	Every Day = Happy Day Customer Success Plan	Design and implement a program that insures every customer is reviewed and scored regularly (daily, weekly, monthly), so that you can identify trouble risks and opportunities with your customers.
	The [YOUR COMPANY] Quarterly Business Review	Implement a system with new and existing customers to schedule and host quarterly meetings to review business requirements and emerging customer needs.
 <p>Customer Leverage</p>	Case Study Builder	Build written and video case studies to use in lead generation and advancing active sales opportunities.
	The Reference Requestor	Build a system to verify that your current customers are willing and able to serve as references to new customers upon request.
	The Revenue Raiser	Design and implement a system to regularly review customer needs and new revenue opportunities to upsell and cross-sell at your existing accounts.
	The [YOUR COMPANY] Customer Strategy Session	Implement a system with new and existing customers to host quarterly meetings to review business requirements and emerging customer needs.

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Scale My Sales Operations

	Sales Project	Sales Project Description
 Outsource	Activity Inventory & Audit	Create a list of all daily, weekly and monthly activities to identify which tasks can be outsourced, delegated or removed from your work flow.
	Lead List Building Campaign	Create and implement a system for outsourcing sales lead research and list-building on platforms such as UpWork.
	Pit Crew Builder	Build a team of virtual assistants and outsourced help to complete daily, weekly and monthly tasks that are outside of your personal core purpose and superpowers.
 Hire	Job Definition & Documentation	Document the roles, responsibilities and requirements of all current jobs and positions held at your company, and those you expect to hire and fill in the next 6-12 months.
	The [YOUR COMPANY] Recruiting System	Build and implement a new hire recruiting system that provides a regular flow of qualified candidates for your current and future available jobs and positions.
	The [YOUR COMPANY] Sales Hiring System	Build and implement a new hire recruiting, interviewing, screening, hiring and on-boarding process for your company.
 Manage	The Revenue Booster Sales Contest	Develop and implement "sales contests" that focus on key sales metrics and outcomes for your company, and include sales, marketing, product and technical team members.
	Sales Metric Meter	Identify key sales metrics for your company, then implement a daily-weekly-monthly tracking system or dashboard to track these metrics by category and team member.
	Sales Sprint Planner	Develop and implement daily, weekly and monthly plan-of-action with your sales and marketing team, including daily stand-ups, weekly sales sprint reviews and monthly sales sprint planning.