SALES PLAN FOR NEW CLIENT BUSINESS Nov 2011- June 2012

Business Development Roles

Lead (all new business except CCCCO referrals): Keith Sparkman, Sr. Account Executive, CA CC
Sales Manager (all new business except CCCCO referrals): Leslie Larrabee, Sales & Marketing Director, CA CC
Lead (CCCCO referrals): Catherine Swenson, Project Director, CA CC

Key Sales Metrics

Sales Forecast Nov 2011 – June 2012: $750,000
Close Ratio: 40%
Sales Cycle Duration: 6 months
Average Size Sale: $63,000
Number of New Sales Required: 12
Number of Qualified Accounts Required: 30
Number of Prospective Accounts Required: 150
Target Client Demographics: Multi-site Company or Agency with 250+ Employees.
Territory: Los Angeles, Orange County, Desert and San Diego regions
Industry sectors where we have traction: Utilities (PG&E, SCE), energy (CBPCA), manufacturing (DOLE), government agencies (CDCR, CCC)
Industry sector focus: Manufacturing

New Business Strategy #1: Exceed Quota

TACTICS

- Send 600 letters of introduction to new prospects no later than 12/15/11
- Make 30 cold calls of introduction to new prospects each week
- Generate 10 qualified account leads by 12/31/2011 with potential for achieving sales goal for 2011-2012 *(this is adjustment to scope of work)*
- Generate an additional 20 qualified account leads by 1/20/2012 with potential for achieving sales goal for 2011-2012 *(this is an adjustment to scope of work)*
- Make 10 face to face contacts with new prospects each month
- Create 5 proposals each month

New Business Strategy #2: Increase Awareness in the Marketplace

TACTICS

- Partner with The Quality Group, DPMG Corp., DDI to jointly market and increase awareness in the marketplace
- Purchase the mailing list of manufacturing companies (Data.com) and send a letter of introduction and regular C5 newsletter

New Business Strategy #3: Increase Awareness among Member Districts

TACTICS

- Participate in CT Summit
- When meeting with prospect, make time to visit the local Member District and introduce self
- Send a letter of introduction to Shareholders no later than 12/15/11

New Business Strategy #4: Obtain referrals from all new customers

TACTICS

- Within 30 days of delivering my solution, I will ask each of my new customers for at least three names and phone numbers of someone they personally know who may have a use for my solutions

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Existing Business Strategy #1: Create Touch Point System

TACTICS

- Contact each of my existing customers no less than once per month with a new idea they cannot get from anyone else
- Contribute to the C5 newsletter
- Contribute to the CA CC Facebook page and post regularly
- Create LinkedIn Profile under CA CC

Existing Business Strategy #2: Prospect within Existing Customer Base

TACTICS

- Knock on no less than three new doors, departments and divisions within each of my existing customers' businesses
- Ask each of my existing customer contacts to introduce me to one other person within their organization
- Personally meet the top executive at each of my existing customers' businesses

Customer Relationship Management System

TACTICS

- Use a consultative sales approach
- Participate in weekly sales meeting with Sales and Marketing Director and bi-weekly sales meetings with Project Director
- Work collaboratively with Sales and Marketing Director in support of marketing and lead generation
- Use Salesforce.com to track progress on leads and opportunities, generating a weekly pipeline report
- Actively participate in transition of sold accounts to project management and operations using Delivery Plan templates and other project management and operations documents