



Sales Strategy Plan

Your Company Name





Past History



Present Market Analysis



Competitor Analysis



Growth Strategies



Future Sales & Revenue Goals



Sales Action Plan

Content





Past History

- 01 Highlights
- 02 Financial Highlights
- 03 Revenue Split - By Country
- 04 Sales Performance Dashboard
- 05 Sales by Region

Highlights

Broadly highlight the achievements of the company indicating its strong performance.



28 Countries



11,530
Stores Worldwide



2.3M
Associates

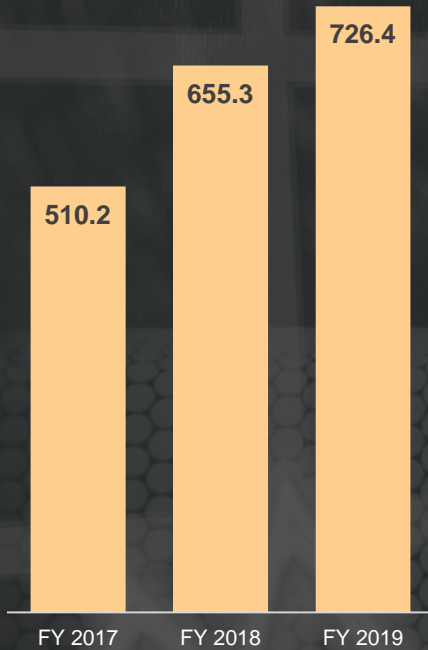


\$482B Total Revenue

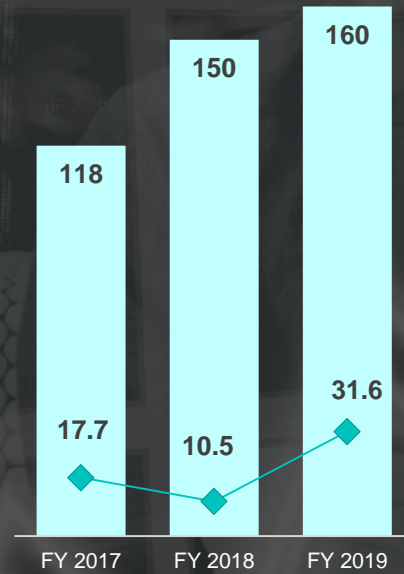


5M
Monthly Website Visitors

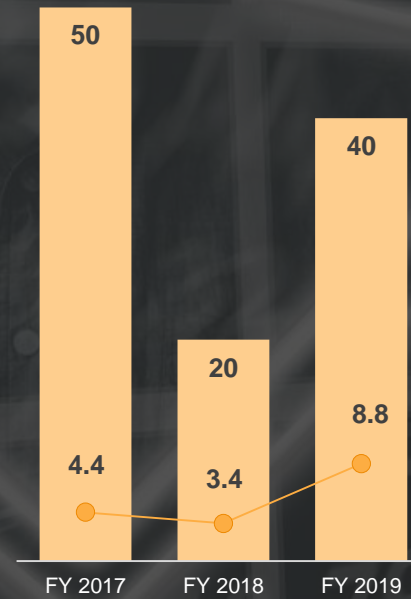
Revenue (in S'm)



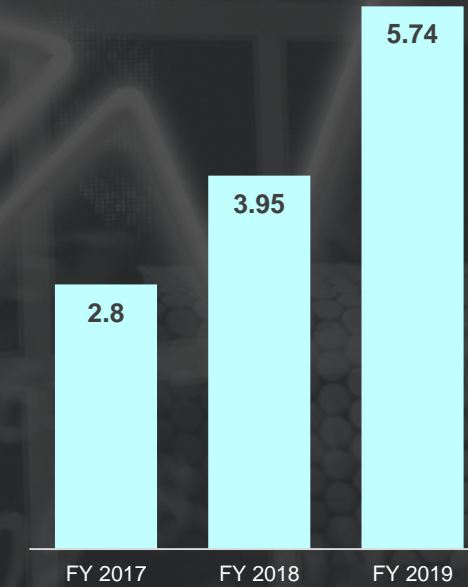
Gross Profit (in S'm) and Gross Profit Margin (in %)



Net Profit (in S'm) and Net Profit Margin (in %)*

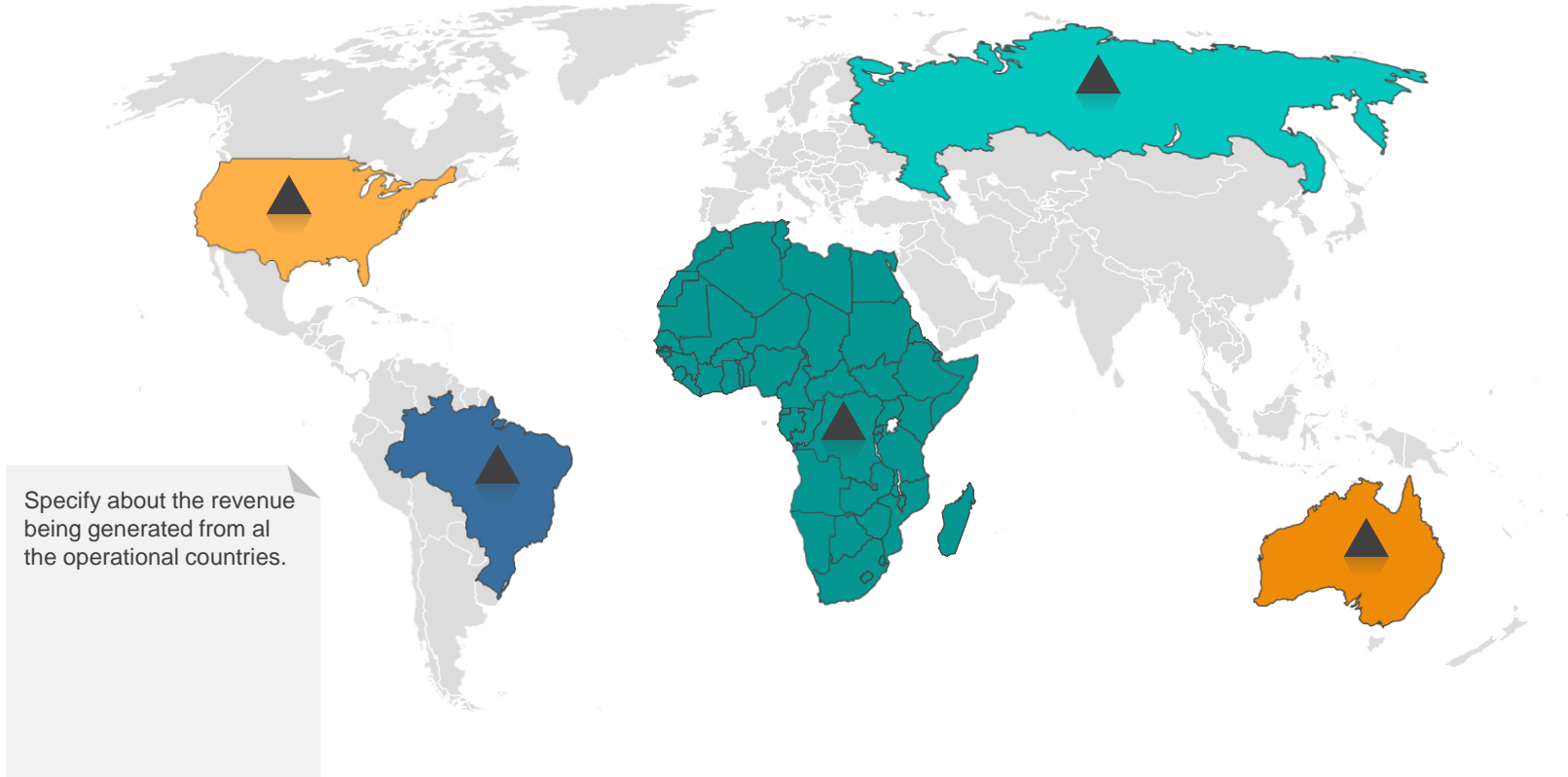


Earnings Per share (S' cents)




Financial Highlights

Revenue Split - By Country




Russia

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Africa

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USA

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Brazil

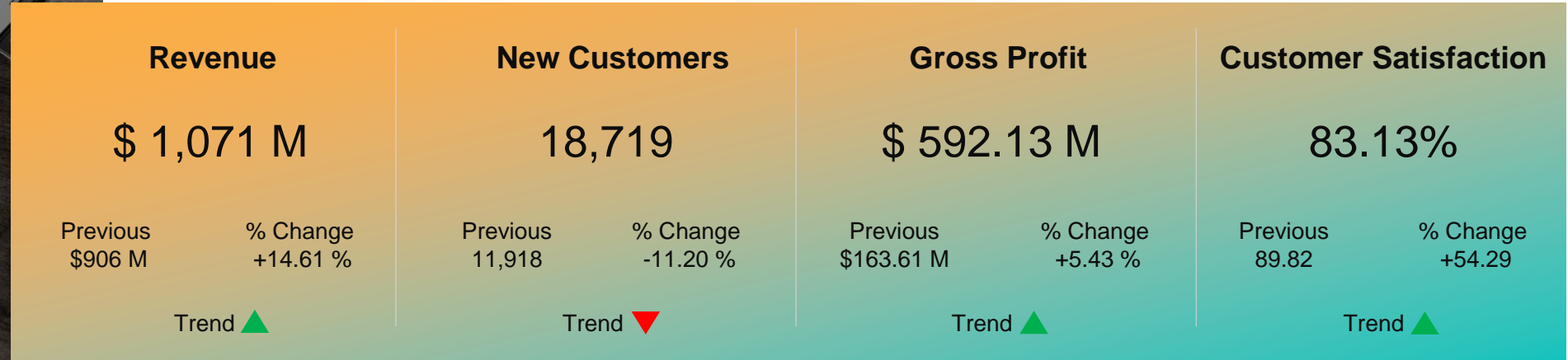
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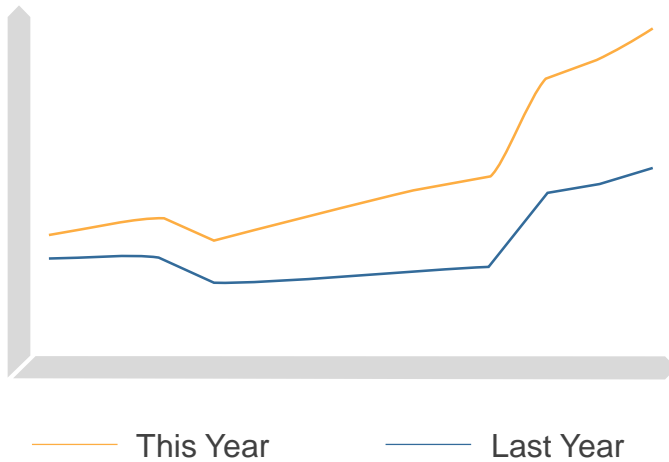
Australia

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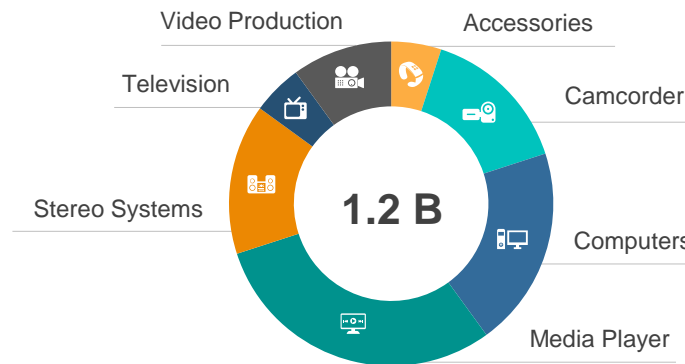
Sales Performance Dashboard



Sales Comparison



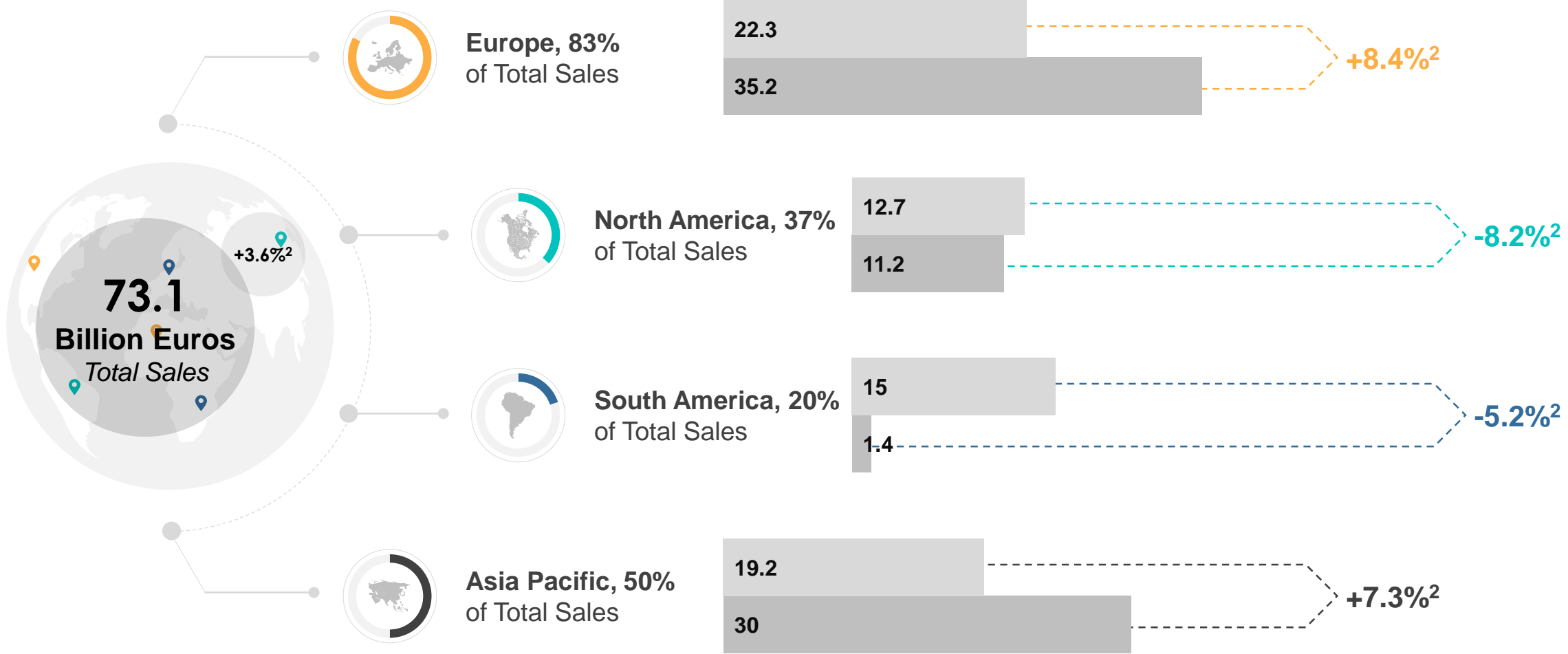
Sales by Product Category



Rankings

Top 5 Stores		Top 5 Brands		Top 5 Products	
Store Name	Customers	Revenue (\$)	Manager		
London	1,041	785,106 ▲	Gordon Gecko		
Rome	1,400	622,456 ▲	Alexi Star		
Madrid	7,462	858,817 ▲	Sporty Bell		
New York	1,406	604,479 ▼	Cameron Slater		
Paris	703	318,035 ▲	Porter Brown		

2018 Sales by Region



1- Fig. in Billions of Euros 2- Nominal Year-on-Year Change 3- Including other regions 4- Including other Regions



Present Market Analysis

- 01 Target Market
- 02 Market Opportunity Analysis
- 03 Market Sizing

Target Market

Geographic

Region Text here

Country Text here

Population Text here

Climate Text here

Demographic

Age Text here

Gender Text here

Nationality Text here

Ethnicity Text here

Occupation Text here

Income Text here

Family Size Text here

Psychographic

Lifestyle Text here

Personality Text here

Values Text here

Interest Text here

Behavioral

Brand Loyalty Text here

Benefits Sought Text here

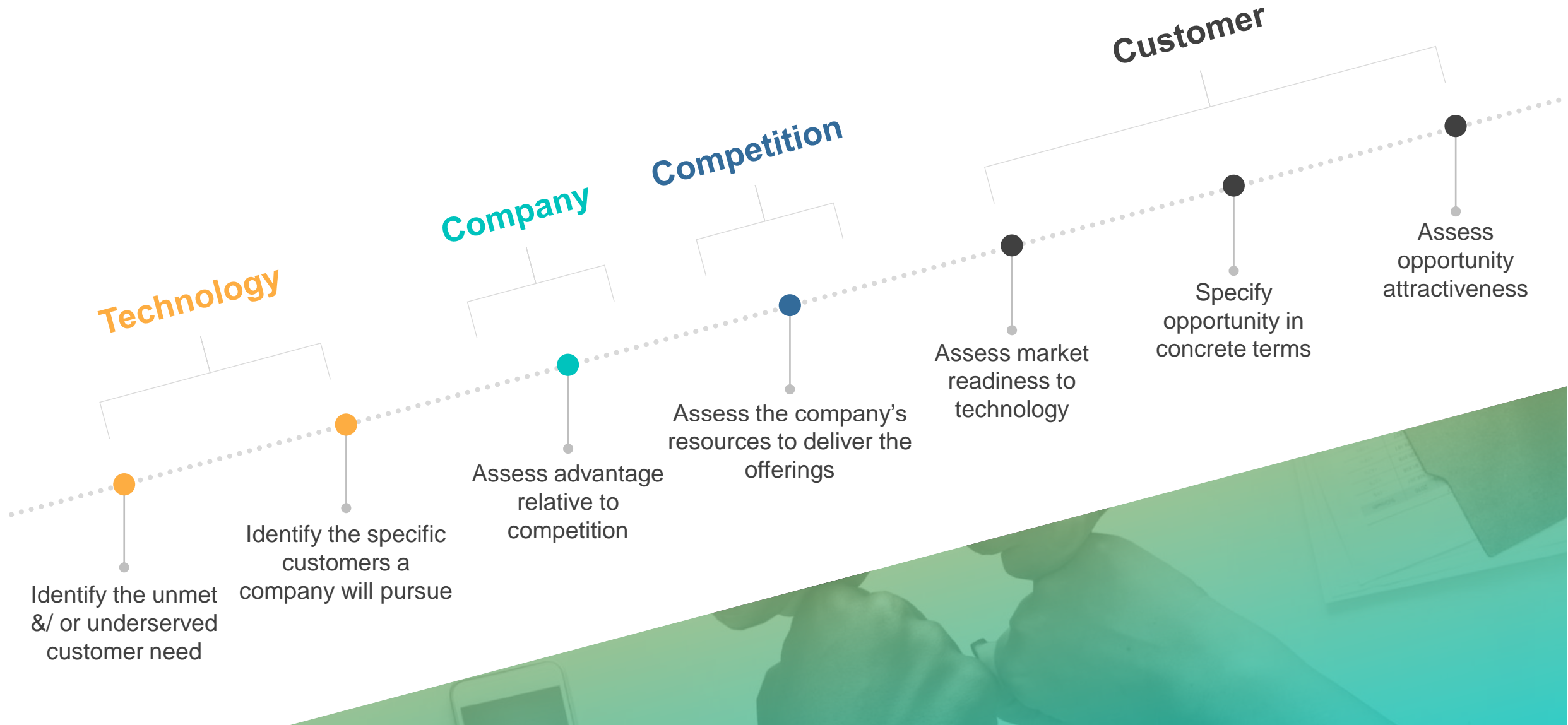
User Status Text here

Usage Rates Text here

Occasion Text here

Readiness to buy Text here

Market Opportunity Analysis



Market Sizing

10
Million

Our Market Share

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532
Million

Serviceable Market

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1.3
Billion

Total Available Market

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Competitor Analysis

- 01 Identification
- 02 Comparison - Based on Criteria
- 03 Competitor Revenue & Profit

Key National Competitors

Competitor A Text here

Competitor B Text here

Competitor C Text here

Competitor D Text here

Substitutes

Competitor I Text here

Competitor J Text here

Competitor K Text here

Competitor L Text here

Key International Competitors

Competitor E Text here

Competitor F Text here

Competitor G Text here

Competitor H Text here

New Entrants

Competitor M Text here

Competitor N Text here

Competitor O Text here

Competitor P Text here



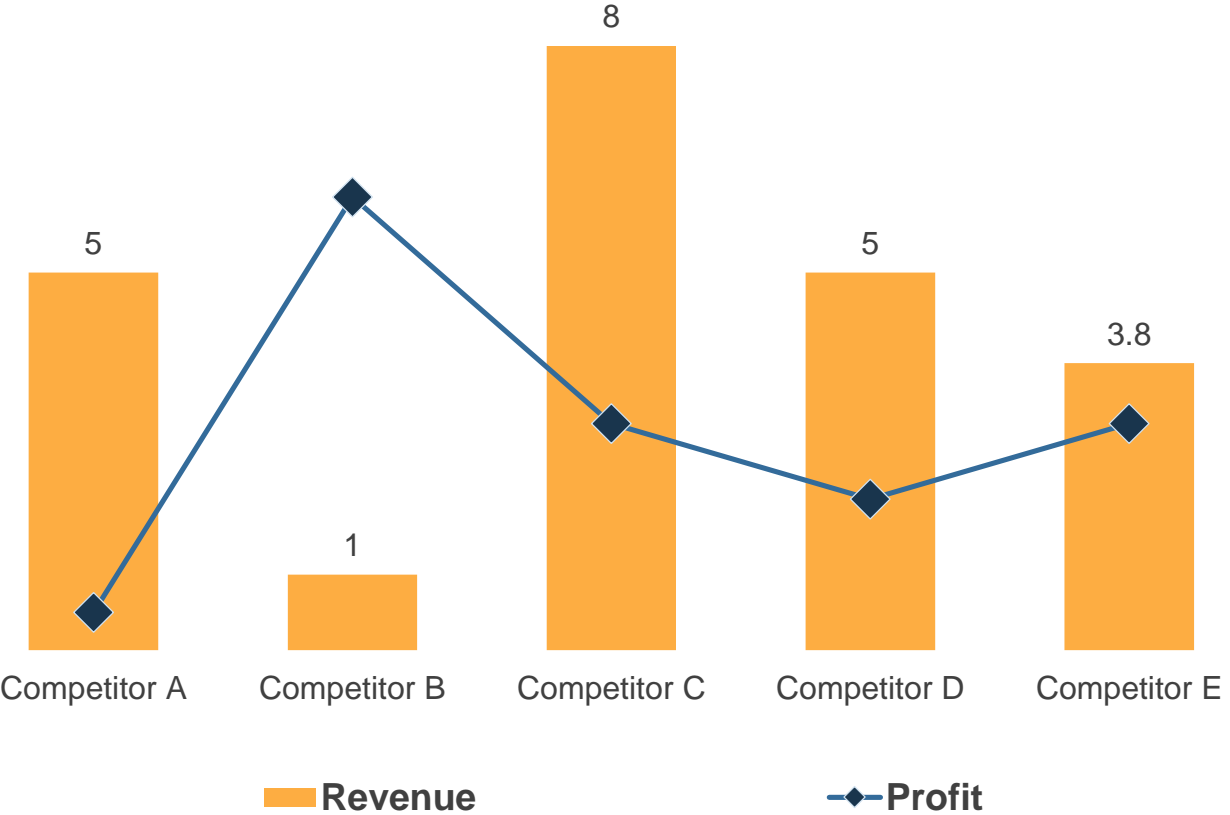
Identification

Comparison - Based on Criteria

Criteria

	Revenue	Profit	Market Share	Main Activity	Number of Employees	Product Quality	Insert your own Text
Competitor A	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here
Competitor B	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here
Competitor D	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here
Insert your own text	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here
Insert your own text	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here

Competitor Revenue & Profit



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Growth Strategy



01 Your Text Here

02 Your Text Here

03 Your Text Here

Growth Strategy



Do you to plan to increase your product/ service range for 2019?
Add Text Here

1

How much sales do you think that new offering should bring in over the next year?
Add Text Here

2

Do you plan to enter new markers (expand geographically, or reach a new audience)?
Add Text Here

3

How much sales do you think that entry should bring in over the next year?
Add Text Here

4

Do you plan to do any merges or acquisitions? Kindly elaborate?
Add Text Here

5

How much sales do you think those merges/ acquisitions should bring in over the next year?
Add Text Here

6

Which partners (current & potential) do you have to deliver your offering to the market. What are their specialties?
Add Text Here

7



Future Sales & Revenue Goals

01 Sales Goals

02 Sales Plan Checklist

Sales Goals






1

2

3

	1		2		3	
	Write your goal Statement here	List Resources & Desired Outcomes	Write your goal Statement here	List Resources & Desired Outcomes	Write your goal Statement here	List Resources & Desired Outcomes
Action Step Descriptions	Your Text Here	Your Text Here	Your Text Here	Your Text Here	Your Text Here	Your Text Here
Part/ Dept Responsible	Your Text Here	Your Text Here	Your Text Here	Your Text Here	Your Text Here	Your Text Here
Start Date	Your Text Here	Your Text Here	Your Text Here	Your Text Here	Your Text Here	Your Text Here
Date Due	Your Text Here	Your Text Here	Your Text Here	Your Text Here	Your Text Here	Your Text Here

Sales Plan Checklist

		Priority	Status	Complete
 <p>Category:1 Analysis (Sales Prospecting Plan)</p>	Identify the key characteristics of your market (e.g. customs, references, competition, suppliers, etc.)	Normal	Text Here	0%
	Analyze the sales performance of your target product/ service & see where & how this product/ service best into the market	Normal	Text Here	0%
	Determine the degree to which your brand is recognized by target customers	Normal	Text Here	0%
	Assess your salespeople's skills & abilities & check if your business is able to generate new leads	Normal	Text Here	0%
	Determine employee training needs	Normal	Text Here	0%
 <p>Category:2 Planning (Sales Prospecting Plan)</p>	Make a list of 20-25 customers you want to reach	Normal	Text Here	0%
	Be sure you have contact information of those customers	Normal	Text Here	0%
	Prepare responses to all common objections posed by potential customers	Normal	Text Here	0%
	Commit to prospecting 14 or more hours every week, depending on your sales objectives	Normal	Text Here	0%
	Build a schedule of training sessions & meetings with your sales staff	Normal	Text Here	0%
 <p>Category:3 Implementation (Sales Prospecting Plan)</p>	Create a schedule of prospecting activities	Normal	Text Here	0%
	Set a deadline you must hit when all the activities are done	Normal	Text Here	0%
	Select techniques for attracting new customers. For examples	Normal	Text Here	0%
	Agree upon the schedules & techniques with your personnel	Normal	Text Here	0%
	Be sure every employee has an action plan that describes individual tasks for a period (e.g. week/ month)	Normal	Text Here	0%



Sales Action Plan

01 Business Process Roadmap

02 Opportunity Timeline

Business Process Roadmap



01

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03

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05

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04

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List down the business activities you intend to work upon in the coming time here.

Specify the timeline for all the opportunities you seek in the coming few years.



2020

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2021

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2022

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2023

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2024

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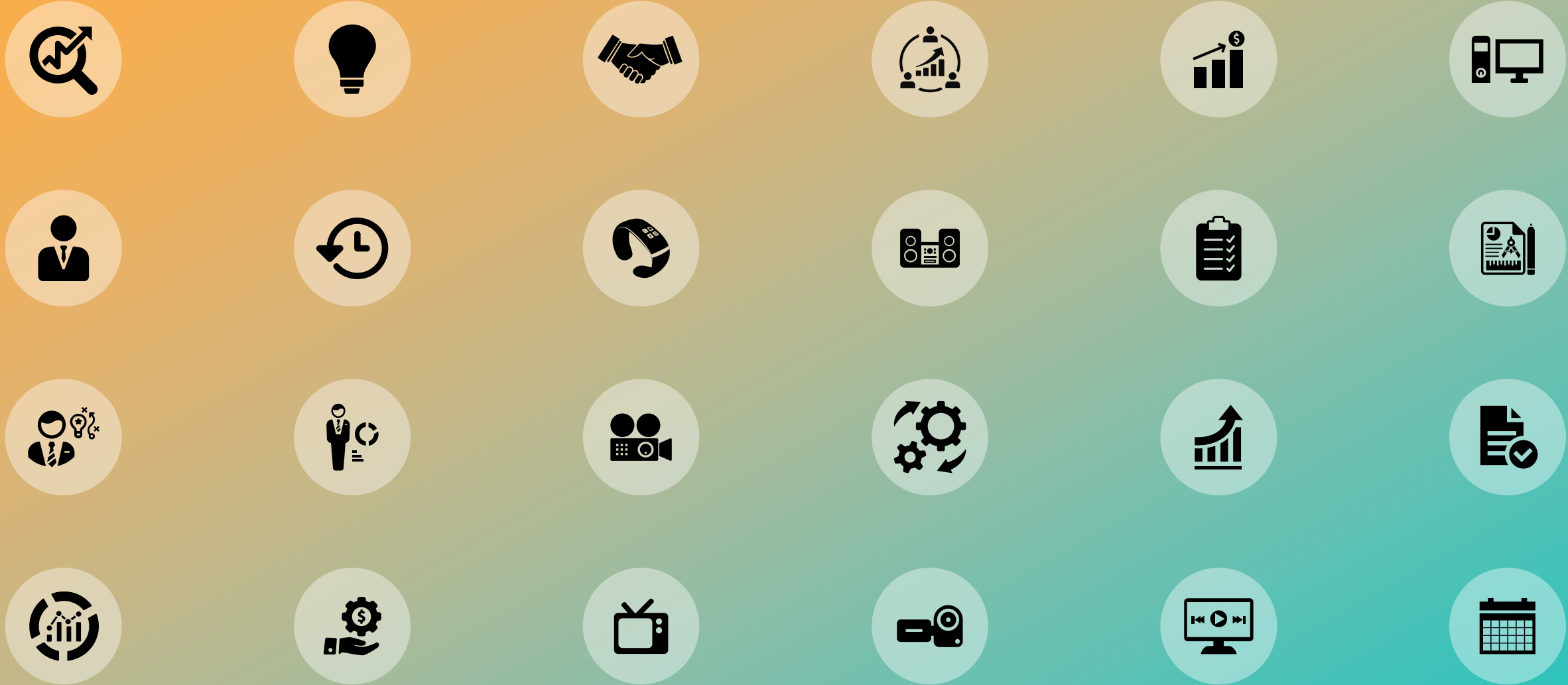
Opportunity Timeline

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Additional Slides

Sales Strategy Plan Icons Slide



Clustered Bar

Product 01

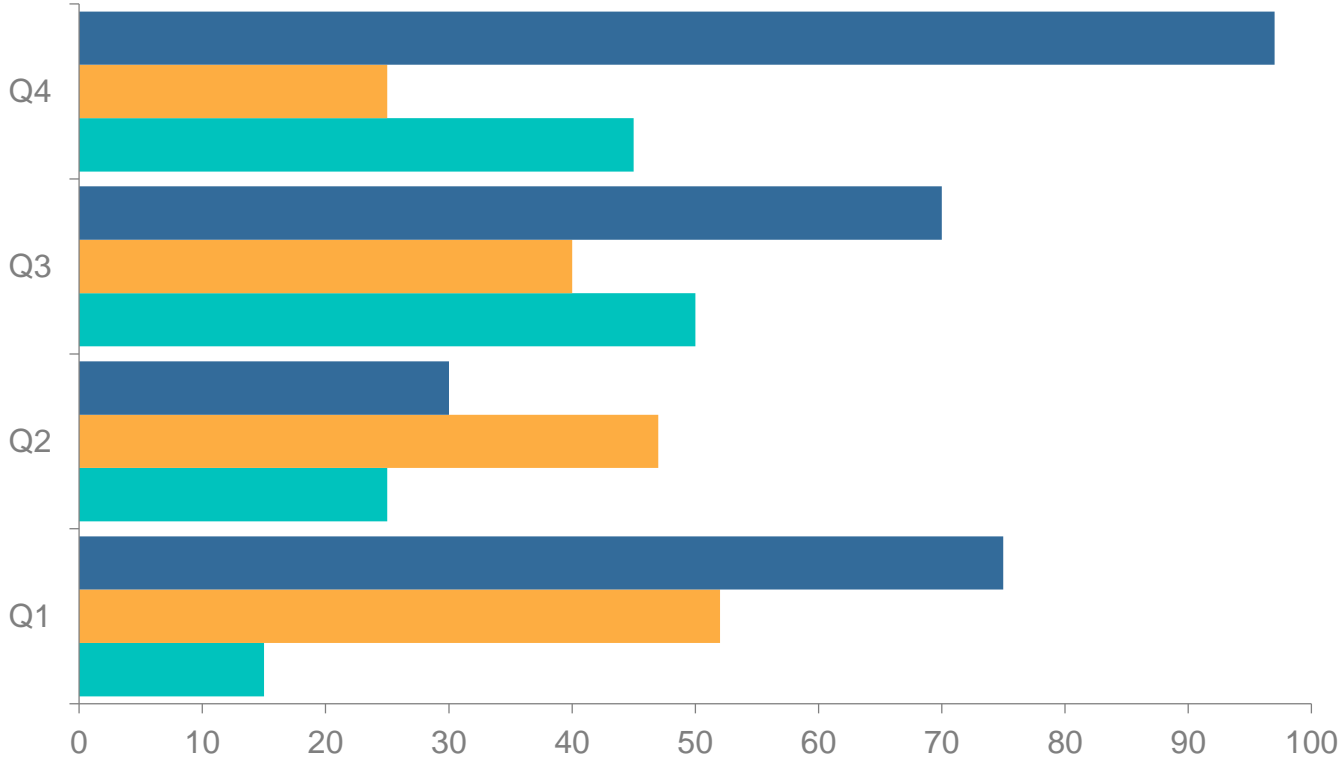
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Product 02

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Product 03

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Stacked Area-Clustered Column

Product 01

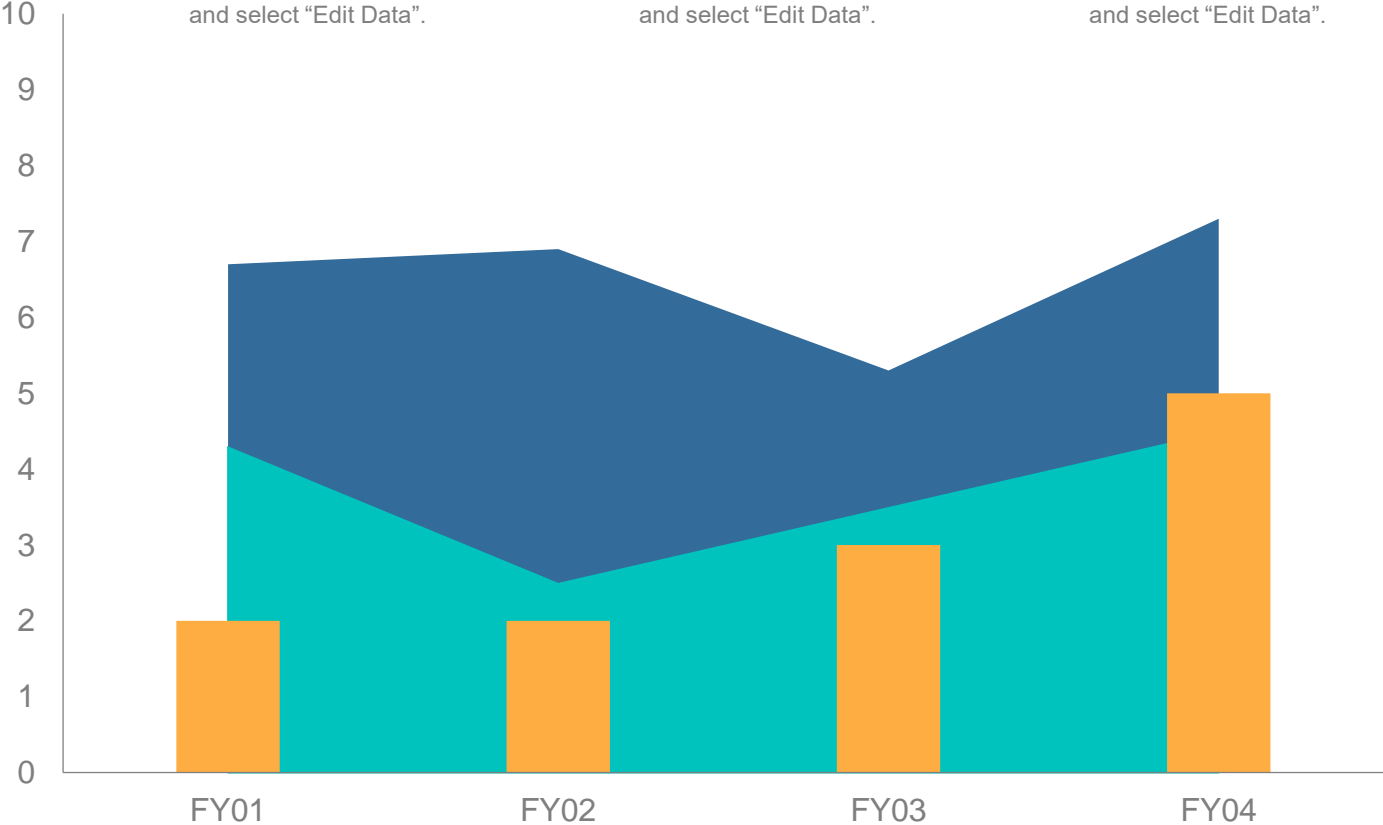
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Product 02

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Product 03

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Financial

35%
Minimum

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55%
Medium

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80%
Maximum

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About us



Target Audience

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Preferred by Many

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Value Client

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Magnifying Glass



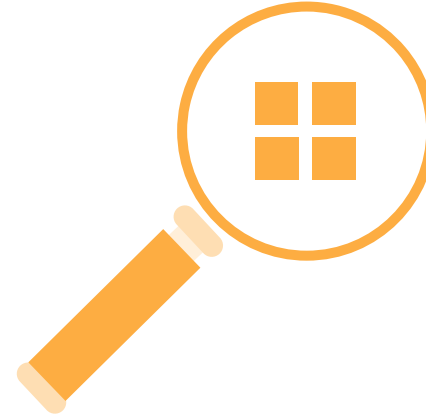
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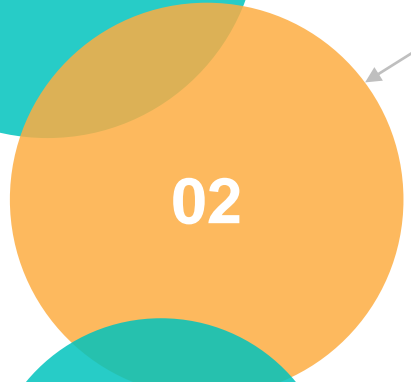
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Venn

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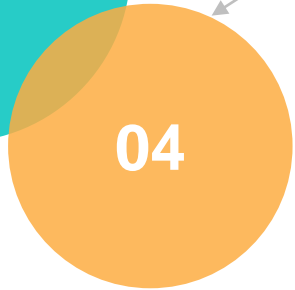
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Puzzle

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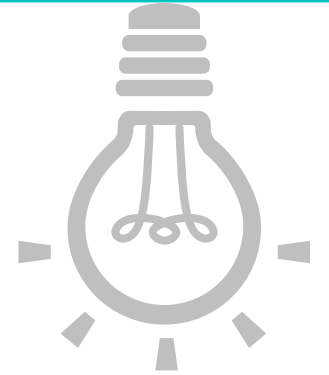
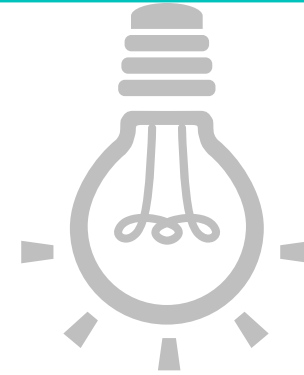
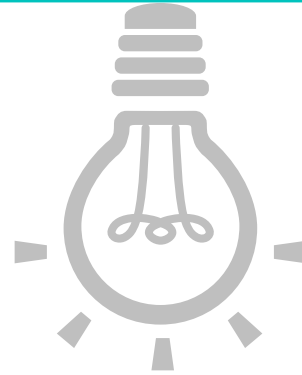
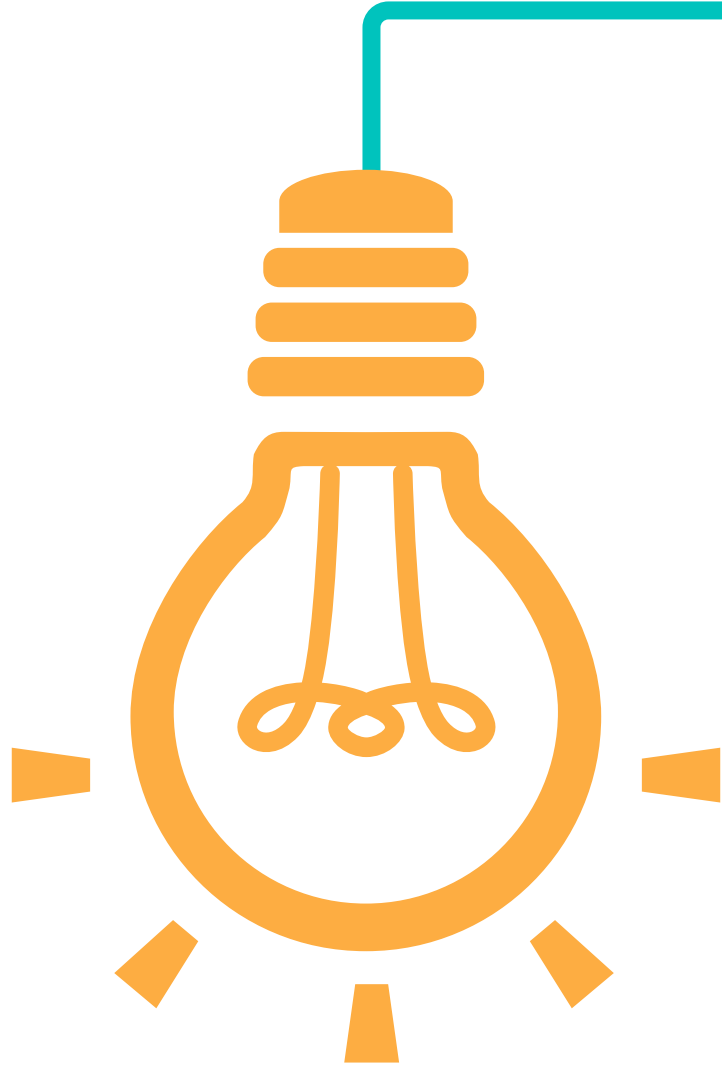


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Idea Generation

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Timeline

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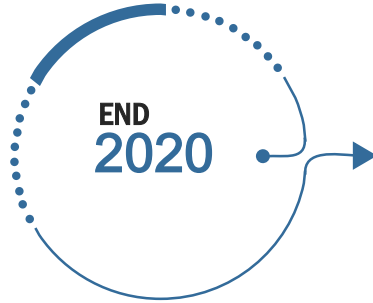
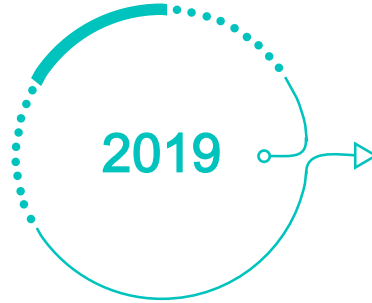
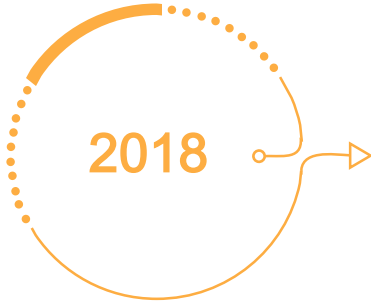
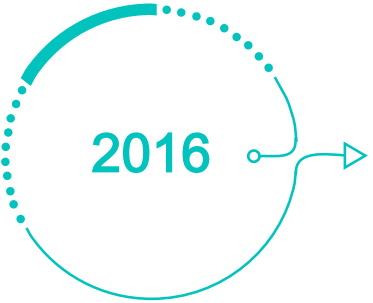
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Address

street number, city, state



Contact Number

0123456789



Email Address

emailaddress123@gmail.com



Thank you