**Company Name**

***Company Slogan Goes Here Company Slogan Goes Here***

**Prepared By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**





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| Previous Period |
| Revenue |  |
| Unit sales by product type |  |
| No of customers |  |
| Average order value |  |
| Geographic breakdown |  |
| Revenue by month/quarter |  |
| New business revenue |  |
| Renewal and existing business |  |

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| Market Analysis |
| Customer groups by industries |  |
| Market size |  |
| Market Share |  |
| Changes in the market now? Future trends? |  |
| What factors are influencing growth or decline in your industry? |  |

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| Competitor Analysis |
| Market players/competition |  |
| Competitive advantages of current players. |  |
| Strengths, Weaknesses, Opportunities and Threats |  |
| Statement of overall competitive position |  |

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| Sales Goals Revenue |
| Revenue goals |  |
| Revenue by product type |  |
| Revenue by customer type |  |
| Revenue by territory |  |
| Existing clients |  |
| New business |  |

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| Sales Goals |
| Market share goals |  |
| Unit sales by product type |  |
| No of new customers |  |
| No of new customers |  |

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| Overall Sales Positioning Plan |
| New business acquisition strategies |  |
| New business acquisition tactics |  |
| Existing business growth strategies |  |
| Existing business growth tactics |  |
| Statement of overall competitive strategy |  |
| Pricing strategies |  |

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| Sales Activity Plan |
| Milestones |  |
| Trade Shows |  |
| Key sales events |  |
| Key sales activities |  |

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| Resources and Staffing |
| Staff requirements |  |
| Competencies |  |
| Other resource requirements |  |
| Briefing and communicating |  |
| Monitoring |  |
| Feedback |  |