

5 STEPS IN SALES PLANNING

1. WHERE ARE WE NOW? (ANALYSIS) – Area of coverage

- a.
 - i. By value (\$) / product
 - ii. Slow market
 - iii. Quality
 - iv. Stock
 - v. Price
 - vi. Manpower
 - vii. Error forecast
 - viii. Supervision
 - ix. Process
- b. External
 - i. Market
 - ii. Market
 - iii. Competitor
 - iv. Demand
 - v. Customer move out for cheaper labor
- c. List down the reasons for the down or up, based on the above data gathered.

2. WHERE ARE WE HEADING? (FORECASTING)

- a. By product
- b. By value
- c. By market

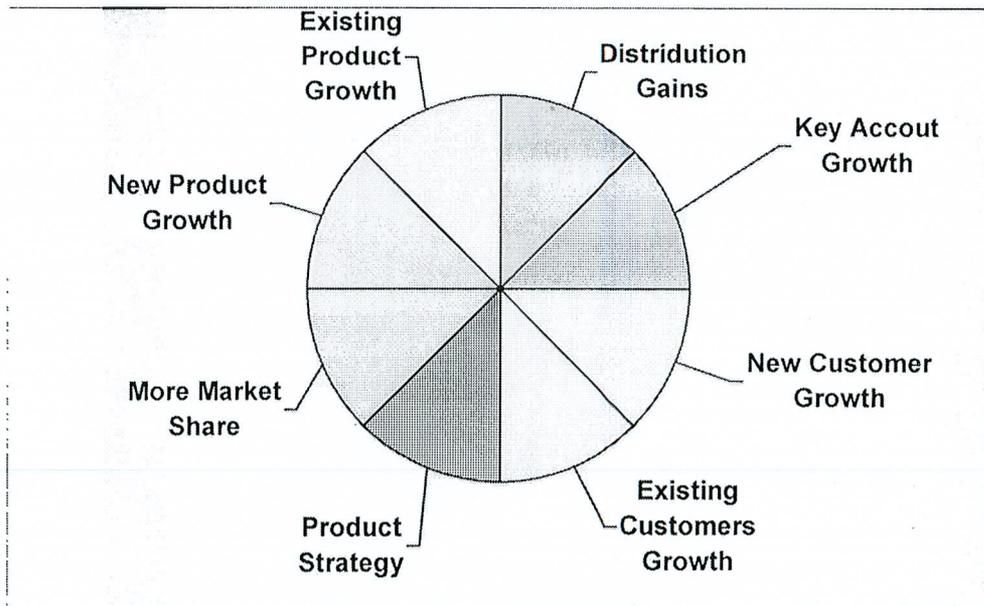
3. WHERE DO WE WANT TO BE? (OBJECTIVE)

- a. Market
 - i. 20% increase in market share
 - ii. Develop new market
- b. Product
 - i. Increase sales by volume and value by 15%
 - ii. Introduce new product to existing customer
- c. Customer
 - i. Number of visit
 - ii. Sales value per customer
 - iii. Product mix
 - iv. Identify competitor account to convert
- d. Call frequency
 - i. Based on priority of purchasing power

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4. HOW DO WE GET THERE? (SALES PLAN)

- a. Market development
- b. Product emphasis
- c. Key customer plan
- d. Dealers for key product or specific model
- e. Call frequencies
- f. Training
- g. Price/discount
- h. Promotion
- i. Standard of performance



Source Of Sales Growth

5. HOW WILL WE KNOW WE ARE GETTING THERE? (CONTROL)

- a. Time table of event
 - i. Promotion
 - ii. Mailer
 - iii. Seminar-Site/in-house
 - iv. Trade Show
 - v. Task completion (set objective)
 - vi. Travel (if applicable)
 - vii. Training or update

5 STEPS IN SALES PLANNING

- b. Quarterly review
 - i. Adjust Plan
 - ii. Adjust Forecast
 - iii. Adjust activities