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| **SALES ACTION PLAN** |
| **GOAL** |
|   |
| **CUSTOMER SEGMENT TARGETS** | **LEADING PROSPECTS** | **KEY TEAM MEMBERS** |
|   |   |   |
| **ESTABLISHED PLAN OF ATTACK** | **OUTREACH & AWARENESS** | **BRAND ESTABLISHMENT** |
|   |   |   |
| **NETWORKING** | **SUPPORTING RESEARCH** | **EVALUATION PLAN** |
|   |   |   |
| STRATEGIC ACTION DESCRIPTIONS | PARTY / DEPT RESPONSIBLE | DATE TO BEGIN | DATE DUE | RESOURCES REQUIRED | DESIRED OUTCOME |
|   |   |   |   |   |   |
|   |   |   |   |   |   |
|   |   |   |   |   |   |
| **ADDITIONAL NOTES** |
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