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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 |
|  |  |  |  |  |  |
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| **ADDITIONAL NOTES** | | | | | |
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