

How To Create Your 2013 Individual Sales Plan

Bill Todd is a recognized expert in sales, marketing and social media. Today, he is a highly sought-after motivational speaker, sales trainer and executive coach. He focuses on helping businesses drive sales, generate record profits, and quickly increase market share.

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Why Plan?

Sales professionals, unlike traditional employees, have the freedom to direct what they do every moment of every day. They rely on experience, insight, and creativity when deciding where to go, who to see and when to follow-up. Sales professionals who consistently outperform their co-workers and competitors share one common, best practice; they create a personal written sales plan and refer back to it frequently. A personal sales plan is essentially an individual roadmap to success. It is an invaluable tool that, if created and utilized properly, assists in increasing sales, driving higher net profits and earning far more take-home pay.

Creating and continually readjusting a well thought-out plan, dramatically increases your odds of exceeding your 2013 sales goals. Without a plan, your results fall flat and you end up reacting to market changes and second guessing the competition. The bottom-line is that without a well thought out personal sales plan, you're always a step behind those competitors who are already prepared.

The creation of a sales plan is not a menial administrative requirement, but a powerful tactic that enables a sales person to consistently make good decisions about the most important question he/she faces: How can I generate the highest ROI possible utilizing the limited amount of time that I am able to invest?

Your plan should comprise these five primary sections.

Section 1: Current Situation

The Current Situation section should begin your 2013 plan. It is a clear, concise review of the specific accounts you service. In this section, you will provide an analysis of the general trends, challenges and opportunities affecting these accounts and your company/product within the local marketplace. Special emphasis should be placed on the exact factors and trends that are currently affecting your top (we recommend a minimum of 10) accounts. In this section you will also cite your individual sales production for 2012 vs. 2011.

Section 2: Competitive Analysis

The first step in delivering a competitive analysis is to identify the specific competitors you individually lose business to. Next, review how your prices and service compare with your top 3-5 competitors. When writing this section, focus on the areas where your competitors are the most effective and where they are competitively vulnerable. **The sample chart below will help get you started.**

Provide your best estimate as to your company/product's market share, for each of your top 5 - 10 accounts. This is frequently called your share of wallet. For example, you may estimate that your product receives 75% of the total "spend" from company XYZ within your market.

Next, provide an overview of these competitors' sales, marketing, ecommerce and pricing strategies. Finally review your specific offensive and defensive sales strategies to attract market share away from these competitors in 2013.

Grade Your Competition

Factor	Your Company	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5
Reputation						
Customer Service						
Delivery						
Price						
Location						
Social Media						
Web						

Factor	Your Company	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5
Easy to deal with						
Marketing						

Section3: Sales Goals and Objectives

The foundation of your individual sales plan is built upon your 2013 sales and net profit goals. A total sales revenue goal should be reported in this section for the entire group of accounts you personally call on. You should also add any additional goals / metrics that you are responsible for achieving (first time sales, net profit etc.). Next, you should have total revenue goal for each of your top 10 accounts. Finally, you will cite a revenue goal for both new (first time) and dormant accounts.

Remember, your sales goals are not necessarily the same targets supplied to you by your employer. In this section, you should cite more aggressive “stretch” goals that you set yourself. In the next section, you also set specific goals for each of your top accounts-by quarter and year.

In this section, you will also be asked to report your personal sales objectives for 2013. Objectives specifically define what you intend to achieve and by when, in pursuit of your portfolio’s revenue goal. Objectives are also referred to as performance goals as they provide you with a blueprint for your individual account management plan.

Example:

- Increase by 25% vs. 2012 the face to face time I spend with the final decision makers for my top 15 accounts
- Aggressively target 10 accounts currently serviced by Brand X or Company Y
- Increase my average net profit per sale by 27% in the first quarter of 2013
- Reactivate a minimum of 3 dormant accounts each month during all of 2013

Objectives, or performance goals, are the rocket fuel that propels you to achieve and exceed your revenue goals. To set objectives, you must have a clear understanding of

the tasks you currently undertake and the number of times you execute them to generate a sale.

Among the most impactful:

- ✓ The number of voicemails required to generate a return call.
- ✓ The number of emails required to generate a return call or appointment.
- ✓ The number of phone calls required to set an appointment
- ✓ The number of face to face meetings required to generate a sale
- ✓ The number of presentations delivered in person or via the web to generate a sale
- ✓ The number of sales per quarter per key account required to achieve your quarterly sales goal.

Attached are two sample worksheets that will allow you to begin easily tracking your personal sales metrics? Once you have defined and begun tracking your own metrics, you can create and incorporate a specific quarterly action calendar for 2013.

Section 4: Key Accounts

In this section you will have the opportunity to describe in detail your goals, tactics, and strategies for each of your key accounts.

Write about one key account at a time. Begin by providing an overview of the accounts' sales and net profit production vs. 2011. Next, cite the 2013 revenue and net profit goal you have set for this account, both yearly and quarterly.

As part of each key account review, you may wish to address the following:

- ✓ The type of account- Corporate, meeting, SMRF or Govt.
- ✓ What is their current decision-making process?
- ✓ Why are they coming to your market- Can you help them with their business goals.
- ✓ What are the top issues or critical trends that could affect their production in 2013?
- ✓ Do they have other divisions, departments or competitors that you should target in 2013?

- ✓ Finally, provide an overview of the account specific sales objectives you have committed to in 2013.

Example:

- Obtain three internal referrals from Mary Smith, HR Director for IBM
- Increase market share with Allied Insurance by 25%
- Expand my account penetration through Smith Inc. by targeting their Marketing and training divisions
- Increase by 24% the average net profit per contract with AAA Mid-Atlantic

Section 5: Business Development

New Business

In this section you will report on the objectives and tactics you will undertake in 2013 to meet your 2013 new business goal. Next year is forecasted to be the most active year for “client churn” since 2007. Job promotions that were on the back-burner are moving forward in 2013. Corporate departments such as Procurement, Human Resources, Training and Meeting Services will be outsourced far more aggressively than in 2012. Corporate recruiters and headhunters will be taking direct aim on your buyers to fulfill a wave of recent openings. In short, all sales professionals should conservatively plan to replace a minimum of 14% of their 2102 decision makers.

Business development is the first thing that must happen in order for you to significantly increase future sales and net profits. Experts agree that every minute of every day that you’re not servicing an existing account or writing an order, you should be looking for and cultivating new customers.

Dormant Clients

You should single out 5-10 dormant accounts. Next highlight your overall strategy to jump-start these accounts and the specific sales tactics you will employ. Recent studies have concluded that it now takes 7.6 times longer to win a new customer than to jumpstart a dormant account.

According to American Express Travel, the best source of new revenue is lapsed customers. The American Express approach is simple; ask customers to come back and then give them a damn good reason to come back. It generates results rapidly! Why? You

know exactly who they are and you have their contact information. More importantly you know what they have bought in the past.

In summary, if you take the time to carefully craft your sales plan, utilizing the outline provided; you will be well prepared for 2013 and beyond

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BTodd@BTodd.com

301-633-5856