YOUR COMPANY LOGO

COMPANY NAME: Sales Strategy

For the period: FROM DATE to TO DATE
Written by: YOUR NAME

1. Company vision & sales objectives

Write a brief description of what your company does as an introduction

Company mission & vision

Write out your company mission, vision and any business-critical (or "true north") goals here.

- **Company mission:**
- **Company vision:**
- **Primary goals:**
- **Success metrics:**

Sales objectives and goals

The objectives outlined below have been chosen to support high-level business growth goals. *We have included an example metric.*

Objective	How it will be measured	Review
Increase sales by 20% within the next year	*Report on high-level metrics and review progress with teams and management*	*Monthly and quarterly*

2. Positioning

This outlines our positioning in the market and how we aim for our prospective buyers to perceive us.

Market & industry

Value proposition

Differentiators

Pricing

Competitor analysis

Competitor	What we do better	What we don't do	Objection handling

3. Target accounts & buyer personas

This section outlines our ideal target accounts and buyer personas, as well as key characteristics our buyers share.

Buyer Persona: PERSONA NAME	
Job titles	
Responsibilities	
Interests	
Pain-points	
Needs	

Organization Persona: PERSONA NAME	
Employees	
Annual revenue	
Funding	
Years in business	
Team structure	

4. Sales strategies, techniques & methodologies

These are the strategies and supporting approaches that will help us reach our sales objectives. It covers both the acquisition of new customers as well as the expansion into existing accounts. *We have included some examples.*

New Business	
Strategy	**Methodologies and tactics**
Increase new business revenue by 35%	*1. Volume-driven outreach through SDR function* *2. LinkedIn sales process*
Increase the number of appointments that reach the proposal stage	*1. SPIN selling methodology for faster qualification* *2. Challenger Sales training to nurture top performers within the sales team*

Expansion	
Strategy	**Methodologies and tactics**
Increase revenue from existing accounts by 50%	*1. Account-based marketing support* *2. Account-based sales touch-points*
Sales enablement for long-term customer nurturing	

5. Sales pipeline stages

This section maps out our existing/current sales process by the individual stages that guide a buyer from prospect to customer. *We have included some examples.*

Sales Pipeline Stages		
Pipeline Stage	**Sales Activity**	**Risks**
Cold Email	*Targeted email outreach*	*Incorrect email address, SPAM filters*
LinkedIn Outreach	*LinkedIn connection requests, message sequence*	*Inactive user on LinkedIn*
Inbound Inquiry	*Schedule appointment*	*Slow response rate, lack of availability*

6. KPIs & metrics

These are the KPIs that indicate sales cycle health. This section also outlines the average time between sales pipeline stages. *We have included some examples.*

KPI	Target Conversion Rates
Cold email to sales appointment	*5%*
Inbound inquiry to sales qualified opportunity	*50%*

Sales Stage	Sales Cycle Length
Cold Prospect to Sales Qualified Lead	*10 days*
Inbound Lead to Sales Qualified Lead	*5 days*

7. Team structure

This outlines the overall team structure, roles and responsibilities required in order to support the sales organization and reach our goals. *We have included some examples.*

Role	Responsibilities	KPI Ownership
Sales Development Representative	*Lead generation*	*Volume of sales qualified leads*
Account Manager	*Guides customer success*	*Retention and expansion of existing account revenue*

8. Systems, software & resources

This outlines the technology required to assist sales teams to efficiently execute on their responsibilities.

Software and Resources	Purpose
CRM	*Manage prospect, buyer and customer relationships throughout the entire customer experience*
Sales training	*Provide the skills needed for salespeople to effectively do their jobs*

9. Budget

This outlines the budget required to fund the strategy outlined in this document.

Expense	Estimated Cost
Staff salaries	
Sales commission	
CRM	
Subscriptions	
Travel	