



SALES STRATEGY CHECKLIST

Let's start with the definition of what a sales strategy is: **a strategy document that lays out a company's plan for improving sales results.** At a high level, it covers the following:

- Specific revenue and performance goals for a given period
- The strategies for achieving those goals
- The resources and activities required to carry out those strategies

By mapping out these elements each year, a sales strategy makes it possible for everyone on the sales team to understand the big picture, share the same overall objectives, and work the detailed action plan to achieve those revenue goals.

Listed below are the key components you need to cover when you create your Sales Strategy. Your Sales Strategy should focus on the current year plan and also touch on your long-term vision. It should be reviewed and updated each year, or sooner, if market conditions or something in your business dramatically changes.

BASIC OUTLINE OF A SALES STRATEGY:

1. Mission and Background

2. Industry Positioning

- Competitor assessment - SWOT
- Product positioning
- Value proposition

3. Prospecting Strategy

- Buyer personas
- Location, size, and industries targeting
- Points of differentiation
- Inbound vs Outbound strategy
- Marketing to support your strategy

BASIC OUTLINE OF A SALES STRATEGY:

4. Team

- How department is structured
- Training programs
- Onboarding program
- Markets or territories for which the sales team is responsible for associated sales goals

5. Tools, Software, and Resources or other investments needed and why these are import to support your growth strategy

6. Action Plan

- Key Performance Indicators (KPIs)
- Buyer and seller processes
- Selling methodology

7. Revenue Goals

- Broken down by revenue type (new, existing, incremental, etc.), product/service, vertical, geography, etc.

8. Budget

If your Sales Strategy is well defined, it should provide your team with a Clear Action Plan on what needs to be done to meet your revenue goals.