

ACTION PLAN 1

- S** Specific
M Measurable
A Achievable
R Relevant
T Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

- Increase sales gross revenue by 100% (\$500 to \$1,000) by December, 1st, 2024.
- *Specific:*

BOTTOM LINE: Benefits of Achieving Your Goal

1. Increased profitability:
 - Higher revenue translates to higher profits
 - Improved financial stability and security
2. Market share growth:
 - Increased visibility and reputation in the market
 - Potential to attract new customers and talent.
3. Increased customer satisfaction:
 - Ability to invest in customer experience and support
 - Potential for positive word-of-mouth and

Consequences of Not Achieving Your Goal

1. Missed revenue targets:
 - Reduced profitability
 - Impact on company growth and expansion plans.
2. Decreased market share:
 - Loss of competitive advantage
 - Reduced brand visibility and reputation.
3. Demotivated team:
 - Low morale and engagement
 - Potential turnover and talent loss

When will you start? **June 1st, 2024**

How will you gauge your progress? When? Using which metrics?

1. CRM DriveCentric report
2. Sales analytics and reporting tools
3. Marketing analytics tools (e.g., outsell, Google Analytics etc.)
4. Biweekly sales management meetings and monthly sales performance reviews
5. Customer feedback and satisfaction surveys

What specific actions will you take to achieve your goal? Who can help you?

1. Market Analysis

- Identify high-margin units
- Develop marketing strategies

2. Sales Team Training (weekly)

- Provide product/service training
- Enhance sales techniques and strategies
- Introduce incentives for meeting sales targets

3. Marketing Campaigns

- Launch targeted marketing campaigns
- Monitor campaign performance and adjust as needed

4. Performance Monitoring

- Track sales gross revenue and sales team performance metrics
- Adjust strategies and tactics as needed to achieve goals

Specific:

- Increase sales gross revenue by 100% (\$500 to \$1,000)
- Focus on high-margin products/services
- Enhance sales team performance
- Introducing early management T/O

Measurable:

Potential Challenges?

1. ***Market saturation***: If the market is already saturated with similar products or services, it may be difficult to increase sales.
2. ***Competition***: Intense competition can make it challenging to differentiate your product or service and attract new customers.
3. ***Economic downturn***: Economic fluctuations or recessions can impact consumer spending habits and reduce sales.
4. ***Product or service limitations***: If your

Potential Solutions?

1. **_Market saturation_**:
 - Differentiate your product or service
 - Identify niche markets or untapped customer segments
 - Develop new products or services
2. **_Competition_**:
 - Conduct competitive analysis
 - Develop a unique value proposition
 - Focus on customer service and experience
3. **_Economic downturn_**:
 - Diversify your customer base