SALES AND MARKETING ACTION PLAN TEMPLATE

GOAL Specific, measurable objectives to be accomplished in a time period.	TARGET Specific, reachable segments of people with similar needs or interests, motivations, demographics, locations, etc. How many organizations/ people are there in each segment?	STRATEGIES Strategies that will attract the specific people or organizations you're trying to reach with a compelling offer that meets their interests/needs.	TACTICS / MESSAGES Tools or channels you'll use to reach your targets. What's unique or special about your product / services / bio / history that will connect with people Which messages will be persuasive?

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S gets. t / people?	CALENDAR Specify which activities you will do daily, weekly, monthly or quarterly to achieve your goals. What time of day or day of week is most effective for each activity?	MEASUREMENT How will you track results? How will you compare the effectiveness of each tactic? How will you calculate time/money/ # of contacts it takes to attract/retain each customer/client?

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