**SALES AND MARKETING ACTION PLAN TEMPLATE**

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| 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? | 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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