**MARKETING AND SALES GOALS TEMPLATE**

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| GOAL  | STRATEGIES | ACTIVITIES  | RESOURCES | POTENTIAL OBSTACLES | MEASUREMENT  |
| Identify specific, measurable sales and marketing objectives to accomplish within a given time period. | What strategies and tactics will you implement to achieve your goals?  | What activities will support your strategies?  | What resources do you need to succeed? | Identify potential obstacles to reaching your goals.  | What are your success criteria? How will you measure progress? |
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