[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=12001&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Marketing+and+Sales+Goals-word-12001&lpa=Blank+Marketing+and+Sales+Goals+word+12001)**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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