

# Sales Planning by Segment

EU	EC	GC	PM	GOV
<ul style="list-style-type: none"> <li>• Develop a sales plan for key customers.</li> <li>• Contact key customers.</li> <li>• Create target industries: Banks, National Accts., Condo Assoc., Residential.</li> <li>• Create target message.</li> <li>• Create marketing plan to reach.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a sales plan.</li> <li>• Segment market by either: size of jobs or type.</li> <li>• Create target message.</li> <li>• Create marketing plan to reach.</li> </ul>	<ul style="list-style-type: none"> <li>• Same as EC</li> </ul>	<ul style="list-style-type: none"> <li>• Segment market by size:               <ul style="list-style-type: none"> <li>- Large Accounts sales calls.</li> <li>- Small Accounts Email/telephone/seminars/tradeshows.</li> </ul> </li> <li>• Develop sales plans</li> <li>• Develop marketing message &amp; plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify market potential.</li> <li>• Create a target market &amp; target customer lists.</li> <li>• Create account plans for existing customers.</li> <li>• Create a selling proposition / presentation.</li> <li>• Create a marketing plan to key influencers, associations, trade shows.</li> <li>• Marketing message for website.</li> </ul>