HiFlex Physio

Sales Plan

Name: Date:

Title:

Main Business Address:

Postal Address:

ABN:

ACN:

Summary of the Business's Target Market Segments

Factors Affecting the Future Sales, Learned Through Market Research

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Present Market Position Including any Strengths, Weaknesses or Threats

SWOT

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Competitors' SWOT

Impact of Current or Anticipated Marketing Conditions

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The Results You Expect Your Marketing To Achieve

Assumptions

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Sales History

Product or Product Line:	
Time Period	**Sales**

Product or Product Line:	
Time Period	**Sales**

Product or Product Line:	
Time Period	**Sales**

Product or Product Line:	
Time Period	**Sales**

Sales Forecasts

Product or Product Line:	
Month	**Sales**
July	
August	
September	
October	
November	
December	
January	
February	
March	
April	

May	
June	

Product or Product Line:	
Month	**Sales**
July	
August	
September	
October	
November	
December	
January	
February	
March	
April	
May	
June	

Product or Product Line:	
Month	**Sales**
July	
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September	
October	
November	
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January	
February	
March	
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May	
June	

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Market Segment:	
Month	**Sales**
July	
August	
September	
October	
November	
December	
January	
February	
March	
April	
May	
June	

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Market Segment:	
Month	**Sales**
July	
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Sales Targets

Strategies, Tactics and Measures of Achievement

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Strategies and Tactics

	Strategy	Tactics
Attracting new clients in a particular market segment		
Getting your existing clients to buy more and more frequently		
Improving your profit margin		
Retaining your existing clients		

Measures of Achievement

Action Plan for Meeting Your Sales Targets

Action	Person Responsible	Cost	When

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Budget Allocation

Communicate and Carry Out the Plan

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Monitor Progress

Adjust the Plan

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Monitor changes

Evaluate Effectiveness

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