

SAMPLE
ANNUAL BUSINESS DEVELOPMENT PLAN & PROCESS
(WORKING 6,000 ACCOUNTS OVER 12 MONTHS - 500 NEW ACCOUNTS PER MONTH)
YOUR MILEAGE MAY VARY – UP OR DOWN !

MARKETING PLAN

ANNUAL COST \$36,000	SUSPECTS = 6,000 14,000 calls (700 hrs)	CONTACTS = 3,600 60% of Suspects	PROSPECTS = 540 15% of Contacts	LEADS = 108 20% of Prospects	SALES = 36 33% of Leads	REVENUE = \$720,000 \$20,000 per sale
MONTHLY COST \$3,000	SUSPECTS = 500 1,200 calls (60 hrs)	CONTACTS = 300 60% of Suspects	PROSPECTS = 45 15% of Contacts	LEADS = 9 20% of Prospects	SALES = 3 33% of Leads	REVENUE = \$60,000 \$20,000 per sale

MARKETING PROCESS

TELEMARKETING CALLS 1200 calls to 500 Suspects per month			DECISION – MAKER CONTACTS 60% of 500 suspects per month reached during a month = 300 DM Contacts per month			
NO CONTACT (40%) After up to 3 attempts	NO PROSPECT (33% - 100) No Need - No Interest - No Money	COLD PROSPECT (33% - 100) Not Int - New Eq <2 yrs - happy	COOL PROSPECT (30% - 90) Not Int Now- Old >3 yr-old equip	WARM LEAD (4%-12) Willing to Listen	HOT LEAD (2% -6) Wants to Talk	
Make up to 3 attempts over a period of 3-4 months, or until contact is made or decision to stop.	Optional: "Not Interested" Track. 2 letters per year.	"Not Interested" Track. 2 letters + 2 phone contacts per year.	Intro Letter sent to the DM, up to 3 attempts made to contact DM to discuss needs, qualify, generate interest + update database	Lead is sent to the sales manager. Sales manager distributes to the sale rep. Sales rep calls on the prospect. Sales rep updates the contact record in the database.		
Definitions: 1. <u>Suspect</u> – A cold call, no previous contact 2. <u>Telemarketing call</u> – Dialing the phone to contact the account 3. <u>Contact</u> – We contact and speak with someone in the account 4. <u>Prospect</u> – Based on what we find out, they "ought" to consider making a change 5. <u>Lead</u> – The decision-maker/influencer agrees to speak to or meet with a sales rep. 6. <u>Sales Call</u> – Personal contact with the decision-maker by your sales rep.			No Contact	Not Interested	Call Back Later	Sale
			Send "Sorry we missed You" letter and place on "Not Interested" Track	"Not Interested" Track. 2 letters + 2 phone contacts per yr.	"Not Interested Now" Track. 1 letter + 1 phone contact per qtr.	"New Customer" Track. Letter from Sales Rep Letter from Owner Letter from Service Mgr. Letter from Supply Rep. Letter from Cust. Support Letter to Request Referral

We have the most control over the marketing plan & process, and the least control over the marketing results. Your results will vary based on a number of things, some which are within our and/or your control, and some which are beyond our and/or your control, including but not limited to;

1. Quality of the Database (*accurate, appropriate, up-to-date, complete*)
2. Quantity, Quality and Timing of our Telemarketing calls.
3. Availability, Interest, and Acceptability of decision-makers.
4. Quality and proficiency of your sales force to sell (*knowledge, skills, attitude, creativity, persistence, patience*)
5. Commitment, Faith and Patience with the total marketing plan and process as the compounding effect grows with each month, quarter, and year.

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