

Business Planning Page

Step # 1 Review The Previous Year

What was your sales volume last year?

What was your gross profit margin percentage last year?

What was your net income level last year?

Who were your most profitable clients?

Where did you find those people?

What products did you sell the most?

What products had the highest gross profit margin?

What was your average sales closing ratio? (How many visits until you closed a sale?)

Use the answer to the above questions to plan for higher profit sales this year!

Step # 2 Write And Post Your Sales Volume Goals For This Year

What is your sales volume goal for this year?

What is your gross profit margin percentage goal for this year?

What income level do you want to achieve for this year?

Step # 3 Keep Track

What are your sales to date this year?

What is your gross profit margin percentage to date this year?

What income have you made to date this year?

(I recommend answering the above two questions on a weekly basis. It will give you a quick snapshot of where you are in your business and keep you motivated to do more.)

Step # 4 Plan for Success

Take the time to plan the strategies and tactics to achieve your goals.

Answer the following questions:

What is the purpose of your business?

Include your values and talents in your purpose statement.

Example: *The purpose of my business is to have fun and be creative while providing a valuable service to my clients. (Go back and read Chapter 1 for help with this.)*

Write your business purpose here:

What is your business vision?

What will your business look like one year from now? How will that make you feel?

Example: *It is one year from now. I have a highly profitable promotional products business with a sales volume of _____ and a gross profit percentage of _____. I make as much money as I need to support my desired lifestyle. I am happy, active and energetic. I am able to save at least 15 % of my income.*

Write your business vision here:

What are the strategies you will use to achieve your vision? Strategies are the broad initiatives that you will use to achieve your vision.

Example:

*Ask for referrals from existing accounts
Attend industry trade shows for new ideas and education
Upgrade selling skills
Evaluate current customers as to profitability
Look for ways to up-sell every order
Form strategic alliances
Sell more to existing accounts*

Write the strategies that you will use here:

What action steps (tactics) will you use to achieve your vision?

(These are the who, what, when and where of your strategies.)

Example:

Go to one networking event every week

Set up a gift for referral program by the end of this month

Meet with potential referral partners at least once a month for the next year

Sell more to existing accounts by adding custom options on every order

Ask for referrals into other departments within the same company

Limit the suppliers I work with in order to achieve better service and pricing

Use better questions (33 Powerful Questions included with this manual)

Increase the profit on every order by at least 2%

Use a contact management system to track my action steps and current accounts

Write your action steps here:**What support systems will you need to achieve your vision?**

Imagine it is one year from now and you have achieved your business goals.

What obstacles may have been in the way? What did you do to overcome those obstacles? Who or what was of the most help to you? What did you do to keep yourself motivated?

Example:

*I reduced the problems on orders by using the **Order Entry and Tracking Form** in the Resource Section of this manual.*

I hired a part-time assistant so that I could concentrate on more profitable activities.

I prioritized my day and worked on important tasks first.

*I visualized myself achieving my goals.
I listened to motivational tapes and joined a business coaching success team.
I spent time every week working on my business as well as in my business*

Write the people or tactics that will support you here:

Step #5 How To Use Your Plan

Post it in a place where you can see it.

Review it on a monthly basis.

Refine it. Put it in language that inspires you to take action every day.

Share it. The spoken word is powerful

Do it!