

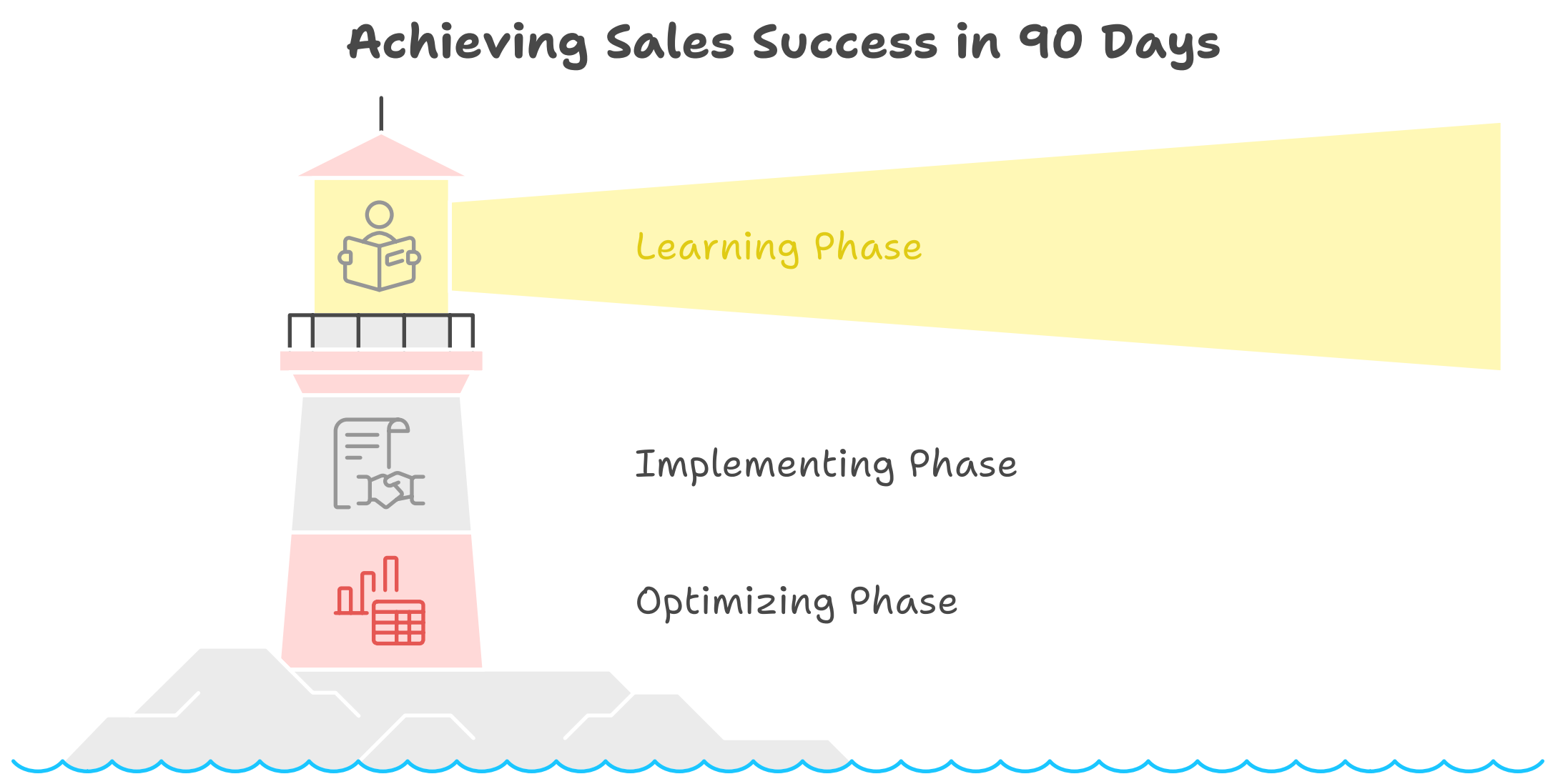
30 60 90 Planning

This briefing document analyzes the importance and structure of a 30-60-90 day sales plan, a strategic tool utilized in various sales scenarios, particularly for onboarding new hires and navigating new territories.

Key Ideas & Facts:

What is a 30-60-90 Day Sales Plan?

- A structured roadmap outlining specific goals, priorities, and strategies for achieving sales success within the first three months of a new role, project, or territory.
- Broken down into manageable 30-day phases, each with a distinct focus:
- **Days 1-30 (Learning):** Dedicated to absorbing information about the company, products/services, sales processes, target market, and competitive landscape.
- **Days 31-60 (Implementing):** Focus shifts to putting acquired knowledge into practice, engaging with prospects, and initiating sales activities.
- **Days 61-90 (Optimizing):** Involves evaluating performance, identifying areas for improvement, refining strategies, and setting goals for future growth.



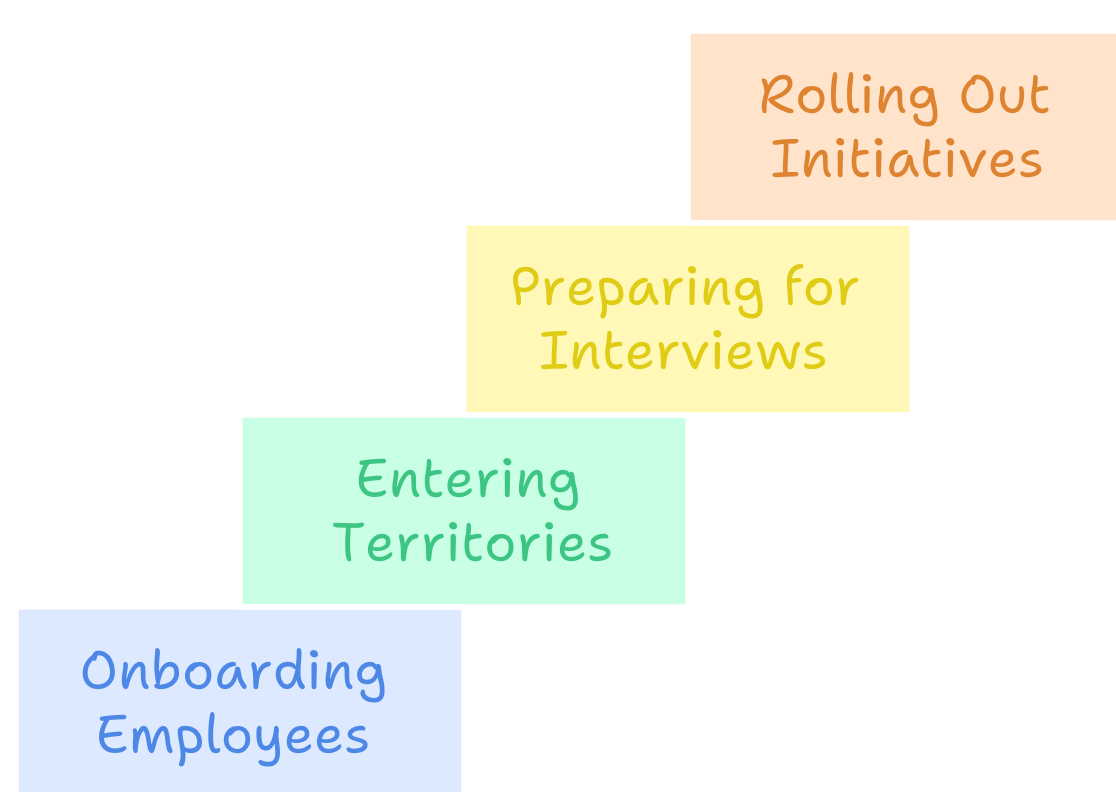
Benefits:

- **Clarity & Focus:** Provides new hires with a clear path and defined objectives, preventing overwhelm and promoting efficient progress.
- **Faster Ramp-Up Time:** Enables rapid integration into the new environment and accelerates the ability to contribute meaningfully to sales goals.
- **Increased Accountability:** Establishes a measurable framework for assessing performance and motivates sales reps to strive for success.
- **Continuous Improvement:** Fosters a culture of accountability and ongoing evaluation, facilitating feedback and corrective actions for sustained growth.
- **Competitive Advantage:** Demonstrates proactive thinking and a commitment to success during job interviews, helping candidates stand out.

When to Use:

- **Onboarding New Employees:** Facilitates seamless integration and sets new hires up for success.
- **Entering New Territories:** Provides a structured approach to understanding and conquering a new market.
- **Preparing for Interviews:** Showcases initiative and strategic thinking to hiring managers.
- **Rolling Out New Initiatives:** Acts as a roadmap for existing employees to effectively adopt and contribute to the success of new strategies or tools.

Achieving Strategic Goals



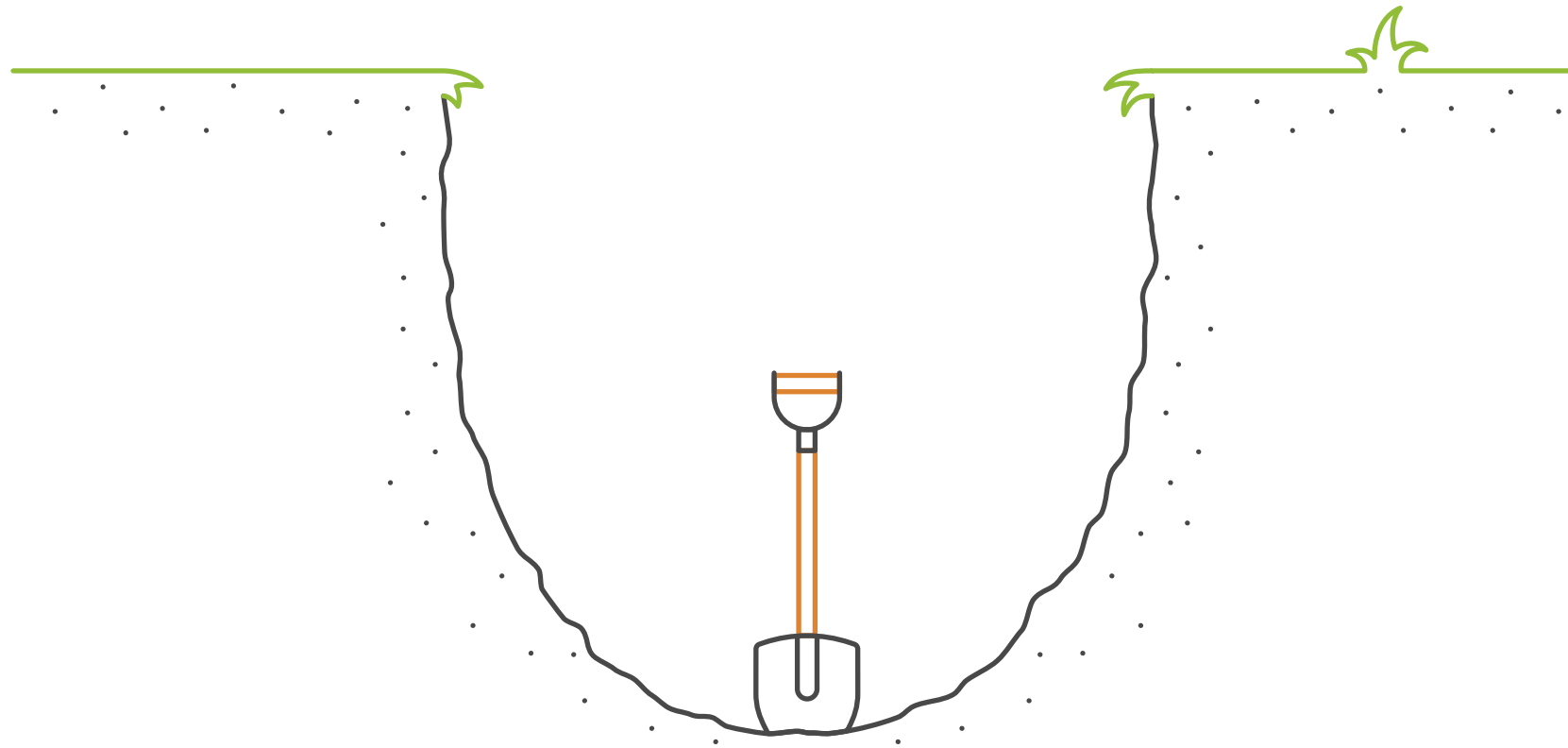
Creating a Successful Plan:

- **Align with Company Goals:** Research thoroughly to understand the company's mission, sales objectives, and target market.
- **Set SMART Goals:** Define specific, measurable, achievable, relevant, and time-bound goals for each phase.
- **Prioritize Effectively:** Determine the most critical objectives for each phase to manage time and effort efficiently.
- **Seek Feedback:** Regularly engage with managers and experienced team members to gain valuable insights and refine strategies.
- **Track Progress & Adapt:** Utilize tools like CRM software to monitor performance, identify areas for improvement, and adjust plans as needed.

Mistakes to Avoid:

- **Vague Goals:** Avoid setting ambiguous or immeasurable objectives. Be specific and define clear metrics for success.
- **Overlooking Feedback:** Neglecting feedback from managers and peers can lead to misalignment with company expectations and missed opportunities for improvement.
- **Inflexibility:** Sticking rigidly to the initial plan without adapting to unforeseen challenges or market changes can hinder progress.

Vague goals and feedback hinder progress and alignment.



Key Quotes:

- "A 30-60-90 day sales plan is a proven and essential strategy for a seamless transition, providing structure and guidance from day one." - Salesken
- "With a robust 30-60-90 day sales plan, organizations are more likely to level up their new sales reps to make the most of their new territories, environment, and people." - Salesken
- "The biggest benefit of a 30-60-90 day plan is that it helps you stand out from the crowd..." - Will
- "Research is formalized curiosity. It is poking and prying with a purpose." – Zora Neale Hurston
- "Starve your distractions. Feed your focus." - Anonymous
- "This one step- Choosing a goal and sticking to it – changes everything." – Scott Reed
- "Unity is strength... When there is teamwork and collaboration, wonderful things can be achieved." – Mattie Stepanek

Conclusion:

A 30-60-90 day sales plan is an invaluable tool for individuals and organizations seeking to achieve rapid and sustained sales success. By following best practices and avoiding common pitfalls, this strategic framework can empower sales professionals to excel in their roles, navigate challenges, and contribute significantly to the achievement of company goals.