



COMPANY NAME

Marketing & Sales Plan [TEMPLATE]

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Business Summary

Company summary

Here you can present a summary of your organization, your mission statement (or ambition your company has) and any other relevant information.

SWOT Analysis

In the SWOT analysis, you analyze the strengths and weaknesses (challenges) of your company and the opportunities and threats of the environment (competitors, legislation, market characteristics such as growth of certain diagnoses etc.) you operate in.

Strengths	Weaknesses/ challenges	Opportunities	Threats
What you are good at. What is working well? What your customers like about your company/ services.	What you want to strengthen. What you want to become more efficient/ the best at.	What the market wants or might soon want. What you think you will be good at. What will be your difference-maker. Legislations that might offer opportunities.	What you think could hinder your growth. What/who you think could take your customers, be your challenge to overcome in the market. Legislations that might become threats.
[Enter strengths here]	[Enter weaknesses here]	[Enter opportunities here]	[Enter threats here]

Business Goals & initiatives

Here, you can define your business goals and the initiatives you will undertake to reach these goals. Make sure your goals are ambitious but reachable and that they are SMART.

F.e.: Become market leader on the market for intelligence measurement. How? By selling product X. The target goal is to reach yearly revenue of Y in Z years and a market penetration of xx%.

Target Market(s)

Markets

In this section you describe which markets you will be selling the Pearson products to. Underneath you can find examples of target markets.

Market 1

Example: Market 1 = Mental Healthcare, this means: psychiatric hospitals, mental healthcare institutions, self-employed psychologists etc.

Market 2

Example: Market 2 = Speech and Language therapists, this means: therapists in schools, hospitals, revalidation centers etc.

Etc.

Competitor Analysis

Here you describe the companies or institutions (f.e. universities publishing test materials, researchers etc.) you are competing with.

Competitor 1

Products we compete with: [This competitor's product/service, what it does, and what it might do better than yours]

Competitor 2

Products we compete with:

Other ways we compete:

Etc.

Market & Sales Strategy

In this section you should include the underneath information.

1. Which products you will enter the target market described in the section above with. How will these products solve the challenges customers are facing in this market? What makes this product different from (or at least competitive against) your competition?
2. How will you promote these products?
3. Will you run into any seasonal peaks/ fluctuations?
4. Do you have a marketing department? If not, who is responsible to deploy the activities described in this plan?
5. How will the products be delivered to your customers?
6. Do you have a Customer Service department?
7. Do you have a Sales department?
8. Do you perform sales visits? How many sales consultants do you have?
9. Are there showrooms available where people can see the products?
10. Where do you display products (conferences, presentations for universities etc)
11. Do you work with account plans? If not, how do you select customers for visits? Or is this not applicable for your country? If not, please explain why.

Marketing & Sales Channels

Here you describe the channels that you will use for the deployment of your plan. Underneath you can find examples of channels.

Marketing:

Website

Newsletters/ e-mail campaigns

Webinars

Advertisements

Social Media

Sales:

Conferences

Showroom presentations

Sales visits

Other