

1) Define your ideal customers

If you are going to make the sales plan then first things you need to do that you have to make the plan for maintaining your existing customers as well the ways to make new customers or clients. There are many questions like the clients who have high margin and they are in which type of industry? Which of your current customer who really have the low margin? These types of question will help you to maintain the clients with your company.

2. Know your USP

The plan which you are going to make must describe your products and their services. The USP is the important things which set you apart from your all competition. for example, if others company offers same things in the same manner then why anyone chooses your company? The answer must be that your product has the lowest price that's they will choose you.

3. Analyse your territory

You should analyse your territory where you have set your company. You have to analyse that whether your company is increasing or decreasing on that territory and what are the numbers of the customers who are the real idea for your company.

4. Who is your competition?

When you are going to plan something then keep in mind that it must be better than your competitor. You have understood all the key of success by which your competitor are success day by day. So try to make the plan to serve the better to your customer than the competitor.

5. Sales expectation

If you want to increase your sales expectation then you must have to work hard with your partner and workers in this field. If you are going to make the sales expectation then don't try to make it where you cannot reach and also do not try to make low sales expectation. You sales expectation plans help to develop your sales lots with increasing the hard work.

6. Obtaining referrals from all new customers

If you have the new customer then you can ask at three names and phone number who can use your products as it will help to increase your sales and your business.