

International MBA

*Marketing and commercialization in
international environments.*

Lesson 7-10. Sales Plan

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Content

1. Sales Plan Design
2. *International vs. Global Marketing*
3. Market attractiveness
4. Country selection matrix
5. Process of entry

1. Sales Plan

What is Sales Plan

A **sales plan** is a strategy that sets out sales targets and tactics for the business, and identifies the steps to meet the targets.

A sales plan will help:

- *define a set of sales targets markets*
- *choose sales strategies that are suited to the target market*
- *identify sales tactics for the sales team*
- *activate, motivate and focus the sales team*
- *budget and clarify steps to achieve targets*
- *review goals periodically and improve approaches to sales.*

1. Sales Plan

Why build a sales plan?

- *Plan unforeseen risks*
- *Specify directions*
- *Drive creative thinking.*

1. Sales Plan

Sales Planning Process

Sales Planning Process



1. Sales Plan

1st Step - Analyze

To determine where you are going you first have to see where you have been.
where you are at?

- Some questions to ask yourself are:
- *What business are we in?*
- *Who are our customers?*
- *Where did most of my sales come from?*
- *Where do we want my sales to come from?*
- *What are some external/Internal factors that can impact my sales?*
 - *Eg. Industry trends, Technology, Competition, Business Environment etc..*



1. Sales Plan

2d Step – Set Goals

Your goals should be SMART (Specific, Measurable, Attainable, Relevant, Time bound)

What to do?

- Some examples:
- *Achieve 1 Million in New Sales by December 31st, 2015*
- *Sell 2 Corporate wide Licenses by December 31st, 2015*
- *Grow Distributor Network by 30% by December 31st, 2015*



1. Sales Plan

3d Step – Develop Plan How?

Identify Risk/Obstacles
Develop Strategies and Tactics

Analyze- Internal & External Factors



1. Sales Plan

4th Step – Execute

Who?

Personnel Needs
Sales KPI building
Motivation
Employee Communications
Process Management



1. Sales Plan

5th Step – Evaluate

Evaluation is based on goals.

- Review the plan quarterly in review meetings
- Score Card: Measure and Benchmark.
- Review what went well, what did not, and make adjustments



f_x	A	B	C	D	E
1	Week 1	Calls	Conversations	Opportunities Created	Wins
2	Activity	20	12	4	1
3	Completed	20	12	4	1
4	% to Goal	25	30	33	25
5	On Pace (Y/N)	Y	Y	Y	Y
6					
7	Week 2	Calls	Conversations	Opportunities Created	Wins
8	Activity	16	10	1	0
9	Completed	36	22	5	1
10	% to Goal	45	55	42	25
11	On Pace (Y/N)	Y	Y	N	N
12					

1. Sales Plan

The Benefits of Building Repeatable Sales Plan

Lead – a prospective customer
Can be reached

MQL - a marketing qualified lead
Is more effective if reached

SQL - sales-qualified lead
Has been reached

Customer



1. Sales Plan

Review and Make Necessary Adjustments

That's Ted St. Martin, and he's a retired dairy farmer from Jacksonville, Florida.

Ted holds the Guinness World Record for the most consecutive successful free throws in a row:
5,221.

His secret?

Process

CONSISTENCY & EFFICIENCY IN SALES

Reps

Results

Customers



Source: <https://mattermark.com/benefits-building-repeatable-sales-process/>

1. Sales Plan

Sales Plan vs. Marketing Plan

Can be used interchangeably

Marketing plan

- a product or market-specific and company-wide
- aims to identify target market
- include marketing strategies
- outlines all activities involved in completing a marketing objective

Sales plans:

- Territory specific
 - *includes selection of territories and channels*
 - *specifies resources and infrastructures needed for each sales territory*
 - *specifies personnel needed*
- details the sale strategies
- aims to increase revenue

1. Sales Plan

Sales Plan challenges

Can be used interchangeably

A marketing plan

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Sales plans:

details the sale strategies

aims to increase revenue

1. Sales Plan

Hofstede's cultural dimensions theory

<https://youtu.be/rBxCUZnRSjA>

<https://youtu.be/eVo4Msn-1GY>

0 ← ----- HOFSTEDE'S CULTURAL DIMENSIONS ----- → 100

LOW POWER DISTANCE	PDI	HIGH POWER DISTANCE
COLLECTIVISTIC	INV	INDIVIDUALISTIC
FEMININE	MAS	MASCULINE
LOW UNCERTAINTY AVOIDANCE	UAI	HIGH UNCERTAINTY AVOIDANCE
SHORT TERM ORIENTATION	LTO	LONG TERM ORIENTATION
RESTRAINT	IND	INDULGENCE

2. International vs. Global Marketing

International vs. Global Marketing



2. International vs. Global Marketing

What is international marketing?

International marketing is the application of marketing principles in more than one country, by companies overseas or across national borders.

International marketing is based on an extension of a company's local marketing strategy, with special attention paid to

- Market specific characteristics identification
- Targeting decisions internationally



2. International vs. Global Marketing

What is Global marketing?

Oxford University Press: "**Global marketing** is a marketing on a worldwide scale reconciling or taking commercial advantage of global operational differences, similarities and opportunities in order to meet global objectives.

- Selling same product
- No differences between markets

<https://youtu.be/Dvc81>



2. International vs. Global Marketing

International vs. Global Marketing

International Marketing is adapting your product, to sell all over the world - like a Big Mac (McDonald's)

- understand different markets and cultures to adapt the product/service
- adapt marketing mix to satisfy international customers segments
- investment in setting up overseas offices, factories, warehouse facilities, service centres etc.

Basically, **Global Marketing** is selling one product all over the world - like an iPad or iPhone (Apple)

- specific tactics to export to many countries
- application of marketing mix practices.

2. International vs. Global Marketing

Internationalization process

International or global marketing is a stage of an internationalisation process.

Internalisation process implies global marketing strategies to enter new markets.

