



Reward and Recognition gets Results



Reward and Recognition One Page Plan



One Page Plan



Plan Type: Sales Review - Reward and Recognition program

Date: January, 20XX

NOW		Company Name		WHERE	
Factor	Comments	Objective	KPI		
Sales \$1 Million	2 Sales Persons	7 full time sales persons	Sales \$3 Million		
Order taking culture	Average sales 10k	Sales/Marketing culture	Average sales \$30k		
Random Training	Sales Training haphazard	Regular sales training	Weekly/monthly sessions		
HOW					
Strategies		Action Plan		Who	When
Sales Training		Purchase CRM software for each employee		JT	Jan
Key Account		SPIN course for staff		JT	Jan
Competitors		1 Page plan to top 20% clients		CL	Feb
Reward and Recognition		Alliances Plan		JT	Jan
		Target exposed clients		JT	Feb
		Regional selling events		CL	Jun
		Produce reward and recognition program		MB	Feb
		Set sales and performance objectives		KL	Mar

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