

# HOW TO CREATE A MARKETING AND SALES PLAN

## STAGE 1: DEVELOP A MARKETING STRATEGY

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|--|---|--------------------------|
| <p><b>1. MARKET RESEARCH</b><br/><i>Do you know your target market, competitors and the trends within your industry?</i></p> | <p>Refer to the Market Research checklist for further information:<br/><a href="http://sbbc.co/marketresearchchecklist">sbbc.co/marketresearchchecklist</a></p>   | <input type="checkbox"/> |
| <p><b>2. VIABILITY ANALYSIS</b><br/><i>Can you make money from this venture?</i></p>   | <p>Work out your costs and break-even point to ensure that this business venture is feasible.<br/>See BPlans Breakeven Calculator: <a href="http://sbbc.co/breakevenbizcalculator">sbbc.co/breakevenbizcalculator</a></p> | <input type="checkbox"/> |
| <p><b>3. DEVELOP A MARKETING PLAN</b><br/><i>Do you know what makes an effective marketing plan?</i></p>                     | <p>Use your market research and the steps below to create your roadmap to success.<br/>See “Developing your marketing plan”: <a href="http://sbbc.co/CBNmarketplan">sbbc.co/CBNmarketplan</a></p>                         | <input type="checkbox"/> |
| <p><b>4. BRANDING</b><br/><i>What do you want others to see, think and feel about your brand?</i></p>                        | <p>Define who you are, the essence of your business and what it delivers to your customers.</p>   | <input type="checkbox"/> |

## STAGE 2: THE 4 PS OF MARKETING

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|--|--|--------------------------|
| <p><b>5. PRODUCT</b><br/><i>What are you going to sell?</i></p>                    | <p>Articulate the features and benefits of your product or service. Define your Unique Selling Proposition (USP) and understand what differentiates you from your competitors.<br/>See “Marketing basics”: <a href="http://sbbc.co/CBNmarketingbasics">sbbc.co/CBNmarketingbasics</a></p>                                    | <input type="checkbox"/> |
| <p><b>6. PRICE</b><br/><i>How much can you charge for your product?</i></p>        | <p>Costs, constraints, customers and competition all affect price.<br/>Research how much you can charge for your product by understanding price elasticity.</p>  | <input type="checkbox"/> |
| <p><b>7. PLACE</b><br/><i>Where will people buy your product?</i></p>              | <p>Manage your distribution to maximize revenues through direct and indirect channels in physical commercial environments and online.<br/>See “Choosing and setting up a location”: <a href="http://sbbc.co/CBNlocation">sbbc.co/CBNlocation</a></p>   | <input type="checkbox"/> |
| <p><b>8. PROMOTION</b><br/><i>How will people find out about your product?</i></p> | <p>Highlight the types of promotional activities you will undertake such as sales calls, social media, networking and any other means of promotion that you will use to reach your target markets.<br/>See “Promoting and advertising your business”:<br/><a href="http://sbbc.co/CBNpromoting">sbbc.co/CBNpromoting</a></p> | <input type="checkbox"/> |

# HOW TO CREATE A MARKETING AND SALES PLAN

## STAGE 3: IMPLEMENT AN EFFECTIVE SALES STRATEGY

<p><b>9. SALES FUNDAMENTALS</b></p> <p><i>How will you implement a plan to increase sales and revenues?</i></p>	<p>Develop sales forecasts, a sales plan and techniques to drive revenues. Create performance measurement targets and key performance indicators to measure.</p> <p>See “Sales and customer relationship management”: <a href="http://sbbc.co/CBNrelationships">sbbc.co/CBNrelationships</a></p>	<input type="checkbox"/>
<p><b>10. ONLINE BUSINESS</b></p> <p><i>Can the internet help you to grow your sales?</i></p>	<p>Assess whether you can provide superior customer service, streamline business processes, increase sales, and reduce costs by going online.</p> <p>See “Doing business online”: <a href="http://sbbc.co/CBNonlinesales">sbbc.co/CBNonlinesales</a></p>	<input type="checkbox"/>
<p><b>11. CLOSE AND FOLLOW UP THE SALE</b></p> <p><i>How will you ensure a sales opportunity does not get away?</i></p>	<p>Understand methods of closing, negotiating and building the client relationship to ultimately drive your bottom line.</p>	<input type="checkbox"/>
<p><b>12. CUSTOMER CARE</b></p> <p><i>How will you keep track of customer feedback?</i></p>	<p>Improve your reputation and increase the likelihood of further sales with your customers through exceptional client care.</p> <p>See “Manage Your Customer Care”: <a href="http://sbbc.co/yourcustomercare">sbbc.co/yourcustomercare</a></p>	<input type="checkbox"/>

### DON'T KNOW WHERE TO START?

#### MARKETING ESSENTIALS FOR SMALL BUSINESS

**\$59**

PLUS TAXES

- Learn how to craft your message and select the right tools to effectively reach your target market.
- Discuss various media choices with particular emphasis on the changing media landscape and how digital media is altering the consumer decision-making process.

For more information visit  
<https://smallbusinessbc.ca/education/>

### READY FOR THE NEXT STEP?

#### SALES STRATEGIES FOR SMALL BUSINESS

**\$59**

PLUS TAXES

- Learn how to close a sale with a customer whether in person or phone
- Find out how to create a sales process that works for you

For more information visit  
<https://smallbusinessbc.ca/education/>

### CONTACT

### CLIENT SERVICES

604-775-5525 | 1-800-667-2272 | [askus@smallbusinessbc.ca](mailto:askus@smallbusinessbc.ca)

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