

# 5 Essential Planning Elements

## **1. Make the Plan Complete**

Spell out who is to do what by when,  
then monitor results closely.

## **2. Make the Plan Realistic**

Review history with your staff,  
account for changes and improvements,  
then stretch a little.

## **3. Update the Plan Regularly**

Sales plans need periodic revisions,  
adjust your plan for economic,  
competitive and capability changes.

## **4. Gather Support for the Plan**

Staff will support plans they help create.  
Enable each person to develop an ambitious,  
realistic course of action.  
"Plant the Seed", then let your staff  
take credit for the new plan.

## **5. Execute the Plan On Time**

Keep pace with the economic opportunities  
in your area. Set the pace for your team,  
get down in the trenches and help your  
people meet their targets on time and on budget.

