

SALES LEADER'S PLANNING TOOL

QUESTION	SCORE OUT OF 10	NOTES
Do you have clearly articulated objectives for the plan period?		
Have you factored in your current pipeline in order to identify your gap to goal?		
Have you used historical ratios to translate the gap into the relevant lead indicators?		
Are you factoring in macro trends that may impact historical ratios and adjusted inputs appropriately?		
Have you refined your ICP to reflect lessons learned and evolving proposition/market context?		
Have you segmented your account base using that ICP and other inputs?		
Have you built plans for the highest priority accounts?		
Have you aligned the right people to the right accounts and set the right targets?		
Have you identified development needs in your team and put plans in place to address?		