

John Doe
90 Day Plan

Prepared for:
Malwarebytes
(Date)

Introduction

This territory plan is a tool to guide my first 90 days at Malware Bytes. I am confident I will be successful as a Regional Sales Manager for Malware Bytes based on my skills and experience. My 90 day plan is a living document that will be updated and modified based on experience and understanding of the customer business climate.

Keys to Success:

- Strong relationships with Fortune 500 / Global 2000 accounts in the Southeast.
- Experience selling end point security solutions
- Experience working with regional channel partners and resellers in the southeast.
- Strong work ethic and a desire to be great

First 30 Days

Corporate Resources

- Meet S.E and S.E Manager

Training and Product Knowledge

- Understand product from a technical and business standpoint
- Cost of doing business without us
- Ideal prospect
- Which verticals are best for
- Understand main competitors in territory
- SWOT analysis of main competitors

Pipeline:

- Close any current opportunities
- Create account plans for current quarter opportunities

Customers:

- Meet with current customers
- Understand why they bought
- How solution is working

- Upside opportunities
- Ask for reference prospects

Prospects:

- Meet with my previous customers
- Develop target account list

Partners

- Meet with current partners
- Meet with partners I have worked with
- Develop target list for partners

2nd 30 Days

Prospects

- Continue meeting with previous customers
- Meet with target accounts
- Create account plan and tactics for each prospect
- Update CRM

Partners

- Continue meeting with current partners
- Call on new partners
- Develop account plans and tactics for each target prospect

Events

- Attend any current and upcoming events in my territory
- Invite customers /prospects

Pipeline

- Close current opportunities
- Meet with next quarter opportunities and agree on timeline
- Update CRM

Corporate Resources

- Meet marketing contact
- Meet channel partner contact
- Meet inside sales contacts

Last 30 Days

Prospects

- Meet with target accounts
- Create account plan and tactics for each prospect
- Update CRM

Partners

- Call on new partners
- Develop account plans and tactics for each target prospect

Events

- Attend any current and upcoming events in my territory
- Invite customers /prospects
- Create target list for future events
- Work with marketing to plan future events

Pipeline

- Close current opportunities
- Meet with next quarter opportunities and agree on timeline
- Meet with remaining pipeline opportunities to qualify and agree on next steps
- Update CRM

Corporate Resources

- Plan future events with marketing

Previous Customers List

- FedEx
- Hilton
- Home Depot
- Southern Company
- Turner Broadcasting
- Fiserv
- Home Shopping Network
- Disney
- Syniverse
- PCSU
- CHS
- Delta
- Wyndham -
- I.C.E.
- Global Payments
- BCBS Alabama
- ECSCO
- Invesco
- Coca Cola
- BCD Travel
- IHG
- GE Power
- SunTrust
- Infor
- ING
- Equifax
- NCR
- Protective Life
- Integraph
- State of GA
- UPS
- Rock Tenn
- Synovus/TSYS/Aflac
- HCA
- Lifepoint
- Healthways
- Nissan