

# CREATING A SALES PLAN

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**Title / Description****Creating a Sales Plan**

Selling is a critical aspect to any successful company. Often the basic elements of a successful sales plan are overlooked. This session will help you determine what might be missing from your current plan or help you create one

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**Stage of Business****Start Up/Early Stage, Growth**

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**Speaker**

Rick McDermott  
Certified Sandler Instructor  
Sandler Training

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Vice President, Corporate and Member Relations  
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**3-5 Specific Deliverables**

1. Determining your target or prospect.
  2. How to best approach your target
  3. Setting goals
  4. Best ways to obtain those goals.
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