



SALES CANVAS

#1. STRATEGY

**PURPOSE** \_\_\_\_\_

Why do we exist?

**CULTURE** \_\_\_\_\_

Our DNA, values & behavior

- 1
- 2
- 3
- 4
- 5

**VALUE PROPOSITION** \_\_\_\_\_

What benefit do we provide?

**CORE COMPETENCIES** \_\_\_\_\_

How are we different?

**SERVICE PROVISION** \_\_\_\_\_

What are clients buying from us?

**SANDBOX** \_\_\_\_\_

Verticals/Niches - Core Customers - Personas

**TARGETS (3-5YRS)** \_\_\_\_\_

- Date
- Revenue €
- Profit €
- Clients #
- Market share(s) %
- Mkt Cap/Cash %

**GOALS (1YR)** \_\_\_\_\_

- Date
- Revenue €
- Profit €
- Margin %
- Cash €
- Clients #

**LEADERSHIP** - What market(s) will we dominate? \_\_\_\_\_

When? \_\_\_\_\_





# SALES CANVAS



## #1. STRATEGY

### BRAND PROMISE

What unique brand promise (guarantee) do we provide to our customers?

### ONE-PHRASE STRATEGY

How do we execute our business differently from the competition?

### DIFFERENTIATED ACTIVITIES

What key actions do we do to support the one-phrase strategy?

- 1
- 2
- 3
- 4
- 5

### X-FACTOR (10x value)

### PROFIT PER X (our denominator)

### MOONSHOTS (+1000%)

## SCALABILITY

What is our plan to make our service provision scalable?

### RECURRING

How do we engage our clients and keep them connected?

### RETENTION

How do we constantly create value for our clients?

### REFERRAL

How do we transform clients into true ambassadors?

## OMTM - The One Metric That Matters



# SALES CANVAS



## #2. PEOPLE

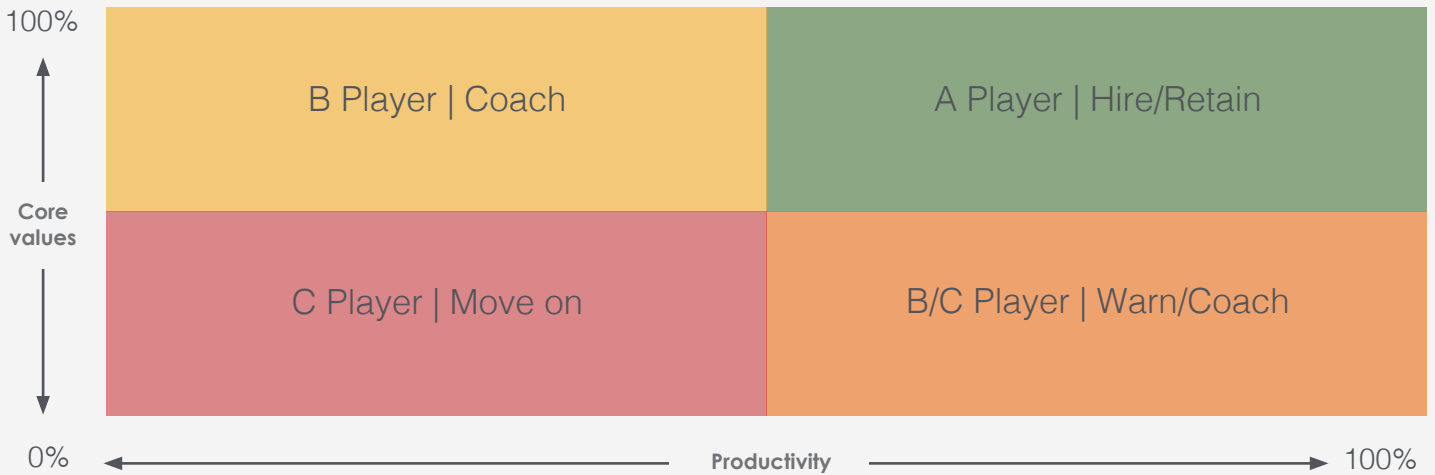
### ATTRACTION

Why do people work for us?

### PROFILES

What sales profiles do we need in order to execute our strategy?

### TOPGRADING OUR TEAM



### RECRUITMENT SOURCES

Where can we find the most talented sales people?

### HIRING PROCESS

What does our hiring process look like?

### RETAINMENT PLAN

How do we keep our A-Players motivated to grow and stay?



## #2. PEOPLE

### CAPACITY

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How many salespeople do we need to make our number this year?

#### Q1

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# of salespeople

# expansion

# people who stay

# new hires

#### Q2

---

# of salespeople

# expansion

# people who stay

# new hires

#### Q3

---

# of salespeople

# expansion

# people who stay

# new hires

#### Q4

---

# of salespeople

# expansion

# people who stay

# new hires

### HIRING

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How long will it take from initial search to the first working day?

time-to-hire

months

### ONBOARDING

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How long will it take before new hires will perform on target?

time-to-productivity

months

### TIME TO FULL PROFITABILITY

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How long will it take from initial search until a new sales hire can be expected to perform on target?

### FREE NOTES

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# SALES CANVAS

## #3. EXECUTION

### QUARTERLY THEME

Quarter/Year

Measurable Target

Theme Name

Critical KPI

### OBJECTIVES (WHATS)

### KEY RESULTS (HOWS)

### WHO

1.



2.



3.



### GET 'EM IN

Effective Lead Generation

#### Actions

1

2

3

### MOVE 'EM UP

100% Wallet Share

#### Actions

1

2

3

### HOLD 'EM THERE

Lifelong Retention

#### Actions

1

2

3

### #LEADS



# Per rep

# Total

Conversion %

### #MEETINGS



# Per rep

# Total

Conversion %

### #PROPOSALS



# Per rep

# Total

Conversion %

### #ORDERS



# Per rep

# Total

Conversion %

### #REFERRALS



# Per rep

# Total

Conversion %





# SALES CANVAS



## #3. EXECUTION

### WISH LIST

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New Logos (Elephants)

### GOALS & KEY PERFORMANCE INDICATORS - DASHBOARD

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Sales Cycle (Time)



€ Average Order Size



% Closing Rate



# New Logos



% Wallet Share



€ Revenues



% Retention



€/ % Profit



% Forecast Reliability



# Referred Customers



### SALES PROCESS/CUSTOMER JOURNEY

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What does our sales process and customer journey look like? What have we learned? What do we have to improve? What do we have to develop? What else can we do to become more effective?

### CELEBRATION

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How do we celebrate our success?

### REWARD

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How will we reward the people involved?

