

Strategic Sales Planner



Target Market and Customer Segmentation

Target Market	Buying Criteria	Ideal Customer Profile	Sales Approach
<ol style="list-style-type: none">1. Institutional accounts.2. Professional accounts3. Consultants accounts.4. Home -based care.	<ol style="list-style-type: none">1.LMS& recruitment.2. Locum and Employment. prompt payments,accessibility & mobility.3.Visibility (advertisement & access to hospitals)	<ol style="list-style-type: none">1. Level 3b,4 %5 (bed capacity,headcount &departments)2.Diploma, higher diploma & degree nurses.3. Junior consultants(0- yrs post graduation)	<ol style="list-style-type: none">1.Training(tax management for locum) and Recruitment pilots.2.Recruitment agencies.social , professional bodies, KMTC &SEO.3.sales- social media, professional bodies and CMAs and schools.

Sales Strategies and Tactics :

Sales Strategy :

Recruit level 3b,4 and 5 and complement this with diploma and degree nurses. Offer recruitment as an introduction service.

Tactics/Activities :

1. Pursue institutional accounts and professional(nurses) for this first sprint. In the mean time, Allan should develop a strategy for consultants and home-based intergration.

Responsible Team Member :

Teams are split into three.
Team ED- Professional accounts.
Team Eddy- Institutional accounts.

Timeline :

This strategy shall commence in June 2024 and be reviewed in September 2024.

Lead Generation and Prospecting :

Lead Source :

Prospecting Methods :

Conversion Plan :

Follow-Up Strategy :

Sales Goals and Targets :

Sales Goals	Sales Targets	Timeline	Key Performance Indicators (KPIs)