

# Market Development Plan

<b>Personal Information</b>		
Name:		
Sales Area:	Planning Period:	
<b>1. My Personal MISSION</b> <b>Statement:</b> <i>The way I see my work (my MISSION) leads to what I do (my ATTITUDES and BEHAVIORS); and what I do leads to the RESULTS I get in my life. (Covey, 1994)</i>	<b>THE MISSION of my work as a Field Marketer</b>	
	<p>.....</p> <p>.....</p> <p>.....</p> <p style="text-align: center;"><i>(In what way is my personal MISSION aligned with the MISSION of my organization?)</i></p>	
<b>2. Market Segments:</b> A market segment is a group of customers that have similar wants, needs and decision-making processes. What are the three primary market segments for which I can develop specialized approaches and programs in order to tailor product and service “bundles” that will match their needs? <i>(A targeted market segment or customer group must be measurable, accessible and profitable.)</i>		
Market Segment I	Market Segment II	Market Segment III
<b>3. Marketing Strategies:</b> Marketing involves the process of <i>anticipating, adjusting, and adapting</i> to the change going on within my company, my market and within individual key accounts. As I develop a “strategy” for working with targeted segments (I, II, III listed above), I need to identify the <u>changes</u> facing them. I need to uncover any unresolved <u>problems, issues or needs</u> that change is creating. And, I need to take advantage of the <u>opportunities</u> available for me and my support team to provide workable solutions?		
<ul style="list-style-type: none"> <li>▪ Situation / Strategy for Segment I</li> </ul> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>		
<ul style="list-style-type: none"> <li>▪ Situation / Strategy for Segment II</li> </ul> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>		
<ul style="list-style-type: none"> <li>▪ Situation / Strategy for Segment III</li> </ul> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>		

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<p><b>4a. PERSONAL S.W.O.T. ANALYSIS:</b> Considering me as an individual, my support team and my company, what are ...</p>	
<p>▪ <b>My Strengths:</b> <i>(Something that I or my company is good at doing or a characteristic that gives us an important capability.)</i></p>	
<p>▪ <b>My Weaknesses:</b> <i>(Something that I or my company lacks or does poorly in comparison to others, or a condition that puts us at a disadvantage.)</i></p>	
<p>▪ <b>My Opportunities:</b> <i>(What opportunities are there that I or my company have sufficient skills or resources to pursue which have a realistic chance for success?)</i></p>	
<p>▪ <b>My Threats:</b> <i>(What threats are there that I am concerned about for which I need to develop a strategy to minimize or defend against?)</i></p>	
<p><b>4b. COMPETITIVE S.W.O.T. ANALYSIS:</b> Who is my competition? How would I evaluate his or her strengths as a person? How about the company's products and services that I compete against? What are their ...</p>	
<p>▪ <b>Strengths:</b> <i>(Something that my competitor is particularly good at doing or a characteristic that gives them an important advantage or capability.)</i></p>	
<p>▪ <b>Weaknesses:</b> <i>(Something that my competitor lacks or does poorly in comparison to others, or me—or a condition that puts them at a disadvantage.)</i></p>	
<p>▪ <b>Opportunities:</b> <i>(What opportunities are there for my competitor for which they have sufficient skills or resources to pursue and which promise success?)</i></p>	
<p>▪ <b>Threats:</b> <i>(What are the threats that face my competitor? What are their defensive strategies to minimize these threats?)</i></p>	

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**5. GROWTH OPPORTUNITIES:** Considering the changes taking place within the key market segments listed, what opportunities are available for me to obtain sales growth? Which products and services might I further customize and bundle to obtain business growth? List the specific names of Key Accounts with needs that our products and services will positively address.

▪ **Market Segment “I”** .....

Product / Services Focus	Targeted Key Accounts / Bundles
A. ....	.....
B. ....	.....
C. ....	.....
D. ....	.....
E. ....	.....
F. ....	.....

▪ **Market Segment “II”** .....

Product / Services Focus	Targeted Key Accounts / Bundles
A. ....	.....
B. ....	.....
C. ....	.....
D. ....	.....
E. ....	.....
F. ....	.....

▪ **Market Segment “III”** .....

Product / Services Focus	Targeted Key Accounts / Bundles
A. ....	.....
B. ....	.....
C. ....	.....
D. ....	.....
E. ....	.....
F. ....	.....

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<p><b>6. Territory Sales Goals:</b> Considering the past, present and future potential of this sales territory, what are my sales goals? Since my goals help me to determine how I spend my time, sales goals should reflect the strategies of my company and the opportunities presented by the market segments that I have to work with (see page 1 and 2.)</p>		
<ul style="list-style-type: none"> <li>▪ What were the sales in this territory last year?</li> </ul>	<b>Units:</b>	<b>Dollars:</b>
<ul style="list-style-type: none"> <li>▪ What is my budget / goal for sales unit volume and dollars for this year?</li> </ul>		
<ul style="list-style-type: none"> <li>▪ What is the sales potential in units and dollars five years from now?</li> </ul>		
<ul style="list-style-type: none"> <li>▪ Also consider goals beyond dollar and unit sales. Include profit goals, product goals, market penetration goals, and sales activity / concentration / market segment goals.</li> </ul>	<p><b>Other Goals:</b></p> <p>.....</p> <p>.....</p> <p>.....</p>	
<p><b>7. Personal Action Steps:</b> Considering the situation analysis outlined above for the market segments I serve, what are the five primary actions that I must personally take in order to meet my goals. As a Field Marketer, <i>I need to mentally separate those things that I cannot control and am not responsible for, from those things I can control and am responsible for. I need to anticipate and adjust to the changes occurring all around me and within my customers' businesses.</i> What are some specific actions my support team and I can implement to take advantage of the opportunity for business growth?</p>		
<ul style="list-style-type: none"> <li>▪ Action Step:</li> </ul>		
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