

## Making 2007 Your Best Year Ever

How did you do in 2006? How do you know?  
Let's make 2007 the year you plan and execute. The year you  
**Exceed Your Expectations.**

### How Is Your Sales & Marketing Plan For 2007?

*Have you made your sales and marketing plan for 2007? Now is the time to set goals for the New Year. But first you need to analyze the year that is drawing to a close.*



*Are you happy with your sales numbers for 2006? Did they meet the goals you set? Exceed the goal? Fall short of the goal? Do you know why? Take some time before we look at 2007 to consider these questions and answer them. If you are happy or unhappy with 2006, either way, what are you going to do about it in 2007?*

*Once you feel comfortable with what you accomplished in 2006 (notice I did not say you had to be happy, just comfortable, that you understand what happened, why it happened and what you can do about it), you're ready to set goals for the New Year.*

*Take time to understand the following:*

- 1. How much do you expect to sell of each product or service you offer?*
- 2. If you have a sales force, how much is each sales person responsible for?*
- 3. If you have renewals, how much will you get back? How much will your customer base expand?*
- 4. How does this break down month by month? Project your sales dollars and units by month.*
- 5. Who are your top 10 customers and what do you expect from them this year?*
- 6. Who are your next 10 best customers who could move into the top 10?*

*Next you need to create a plan. What sales and marketing actions are you going to take in 2007 to realize your goal? Here are some examples to think about:*

- 1. Building your email list: How are you going to add names to it?*
- 2. Mailing campaign: Are you planning one? When? How much are you going to spend? What results do you expect?*
- 3. Cold calling: Are you going to make the calls, or will you hire someone else to do it? Who? How much are you are going to spend? What results do you expect?*
- 4. Networking: What groups will you attend? Online and in person? What groups are you going to work? What commitment will you make? What results do you expect?*
- 5. Referrals: How are you going to get them?*
- 6. Expanding your customer base: Is there more business in your existing base? How are you going to get at it?*
- 7. Retention: What is your plan to make sure you keep your customers?*
- 8. Are you going to do a regular email campaign?*

9. *Do you need a simple newsletter?*

*The third step is, simply, how are you going to measure all this? This is critical. If you don't measure, you will never really know if you made it. Here are ways to measure the steps in the above plan:*

- 1. How many names do you have on your email list right now? How many will you have at the end of 2007? At the end of each quarter?*
- 2. What is your budget for a mailing campaign? How many pieces will go out? What do you expect in new customers, right away, in one month, three months, six months, a year?*
- 3. How many cold calls a month are you going to make? How many appointments will that generate? How many sales will result? Sales right away, one month, three months, six months?*
- 4. What networking groups will you attend and how often? How many leads do you expect? How many new customers? In what time frame?*
- 5. How many referrals do you expect? How many do you expect to turn into customers? How soon?*
- 6. How much expansion business do you expect from existing customers? In what time frame?*
- 7. How many customers are you going to lose? How much revenue will this cost you? In what time frame?*
- 8. When will you do email campaigns? How many pieces will go out? How many responses do you expect? How many new customers, right away, one month, three months, six months, beyond?*
- 9. When will you send out a newsletter? To whom?*

*These are simple questions you need to answer -- on paper as a plan. Do it in December and manage it all year in 2007.*

## ***This Month's Book Review*** ***The Little Black Book of Connections***



*Jeffrey Gitomer once again hits the target dead bullseye. If you network, if relationships are important to you, then you need to read this book. Clearly the best material I have seen.*

## ***Don't Miss Manny***

*Don't miss this seminar with Manny "Time Management Equals Results." This seminar will be presented January 23, 2007 at the Vineland Chamber of Commerce.*

*The seminar will cover areas that will help you implement effective time management in your life. These include scheduling everything, including interruptions; creating balance in all you do; doing what you are best at and delegating the rest; prioritizing high payback items; and disciplining yourself.*

*Both programs are free to Chamber members but advance registration is requested due to limited seating. Call 691-7400 to reserve a place. Make your Chamber membership work for you!*

email: [manny@mannyowak.com](mailto:manny@mannyowak.com)  
phone: 856-358-4021  
web: <http://www.mannyowak.com>

We hope you have enjoyed our newsletters in 2006 and that they have helped you in running your business.

Please check out new tools on our website.