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## Developing a Sales Strategy

Step 1	Set sales goals based on your organization's financial plan and budget.
Step 2	Develop a list revenue sources. Where does 80% of your business come from? Are there current revenue sources that can send you more business?
Step 3	Develop a master list (through brainstorming and research) of potential revenue sources that are not using your service.
Step 4	Organize this list by major categories ( <b>see illustration</b> )
Step 5	This list will be long. In order to narrow your focus, develop some criteria for prioritizing the initial list.
Step 6	For those revenue sources, which make it to your priority list, identify the information you need to collect about them.
Step 7	Develop a set of tactics for each target revenue source: identify timeline, lead person, and what you hope to achieve. You should have tactics for both current and new revenue sources. ( <b>See illustration</b> )

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