



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?





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#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



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#2. PEOPLE

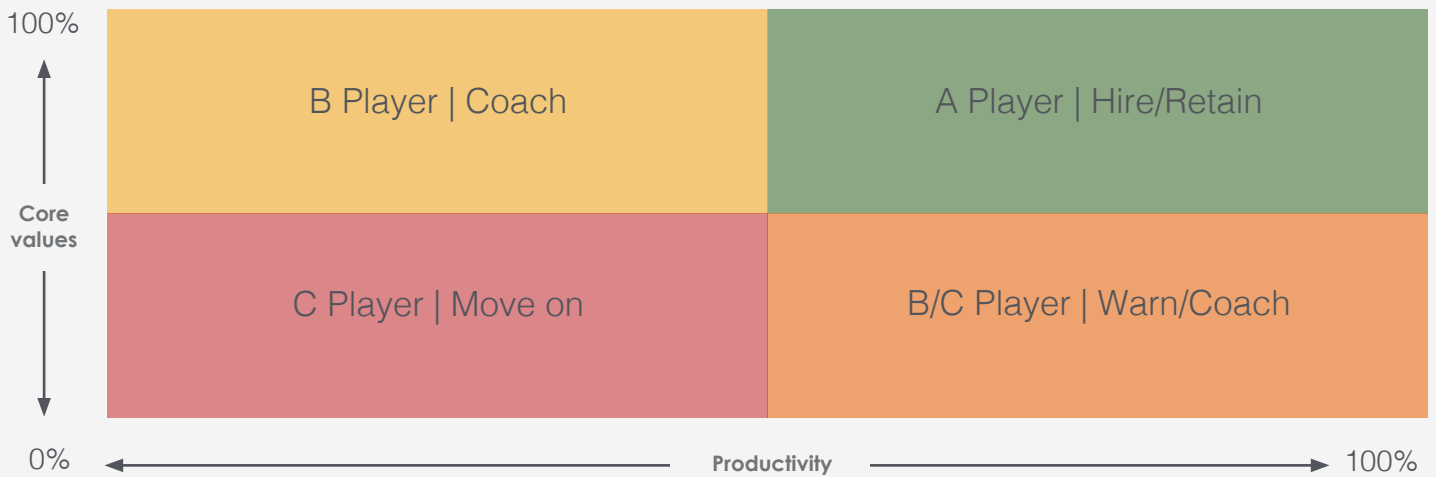
ATTRACTION

Why do people work for us?

PROFILES

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

TOPGRADING YOUR 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

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

Q1

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

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

time-to-hire

months

ONBOARDING

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

time-to-productivity

months

TIME TO FULL PROFITABILITY

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

ACTION PLAN



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#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

%

#REFERRALS



Per rep

Total





SALES CANVAS



#3. EXECUTION

WISH LIST

New Logos (Elephants)

GOALS AND KEY PERFORMANCE INDICATORS - DASHBOARD

Sales Cycle (Time)



€ Average Order Size



% Closing Rate



New Logos



% Wallet Share



€ Revenues



% Retention



€/ % Profit



% Forecast Reliability



Referred Customers



SALES PROCESS/CUSTOMER JOURNEY

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

How do we celebrate our success?

REWARD

How will we reward the people involved?

