

Sales & Marketing Action Plan # _____

_____ year

Sales Volume Objective \$ _____

Description _____

Cost Estimates

Total Development Cost _____ Per Month Execution Cost _____

	Monthly Expense	Monthly Volume Benchmarks
JAN	_____	_____
FEB	_____	_____
MAR	_____	_____
APR	_____	_____
MAY	_____	_____
JUN	_____	_____
JUL	_____	_____
AUG	_____	_____
SEP	_____	_____
OCT	_____	_____
NOV	_____	_____
DEC	_____	_____