



# 90 DAY PLAN WHAT SHOULD BE IN IT

## WHITEPAPER

**Sales Team Services**



VIEWPOINT ANALYSIS



# 90 DAY PLAN

## WHAT SHOULD BE IN IT

---

So you have a new leadership role and you are looking at your first 90 or 100 days in the new role. How are you going to make a fast start? How can you hit the key issues quickly? How can you make a BIG impact?

Here are the topics that we believe you need to have in your plan: Some we can help with and some we can't.

### 1 Uncover Your Baseline Situation

The first role, and it is useful to commence this before your official start date - is to quickly ascertain the lay of the land. What are the issues that you need to solve? What challenges are first on your agenda?

Unless you conduct the relevant research, any plan is going to be less than helpful. How are your customers feeling? How are your employees feeling? What does your target market think of you? How are your partners feeling? Only once you know your 'baseline' can you begin to address the issues and ensure you keep doing the elements that are working.

**If you need help...**our Baseline Service conducts a full 360-degree assessment - speaking to your key stakeholders across employees, partners, customers, and prospects. While you are waiting in the wings or are onboarding, our team quickly uncovers the facts so that you can build your plan.

[www.salesteamsservices.com/baseline-service](http://www.salesteamsservices.com/baseline-service)

### 2 Your Goals

Whatever role you are taking on - you will want to set some targets. Some goals to achieve. Goals demonstrate commitment - something that you want to shoot for. Something that will change the game for your business - and bring your people together.

For a sales leader, the goal might be related to sales performance. Maybe pipeline-based as it is something that you can influence quicker than closed business. For the finance director, it could be to run a form of audit to uncover issues like bad debts.

---

## Sales Team Services



VIEWPOINT ANALYSIS



# 90 DAY PLAN

## WHAT SHOULD BE IN IT

---

Whatever the role - having goals that demonstrate commitment to your new team and to those that hired you, says a lot about you and why you are the right person for the role.

### 3 Priorities

What are your priorities? What are the 5 areas (or however many make sense to you and your role) that you are going to put the most focus upon? The areas that you think will move the needle.

Call your priorities out. Call them out in the 90-day plan, but call them out to your team and your peers. These are the areas that you know, without a doubt, will change the game for the business.

### 4 People You Will Meet

Who are the people that you will meet? Think about the obvious ones - your team, your peers, your leadership. But also think about the less obvious - your key customers, your partners, the last customer that the company lost, your newest partner, etc.

Another area that relates to this is how you will communicate and how often you will communicate. Will you have a team meeting? An away day / offsite? How often will you look to run these sessions? Monthly, quarterly, annually?

### 5 Areas You Will Address

This will follow on from the initial understanding of your baseline (point 1) and the areas that you need to fix quickly. It may also come from some obvious points that have been communicated to you during your research of the company or that were mentioned to you during the interview process.

Which areas will you look to address? Again, this is dependent upon your role

---





# 90 DAY PLAN

## WHAT SHOULD BE IN IT

---

but is there an area that you really need to address with some determination? Perhaps it is a partner that is underperforming. Perhaps it is a sales region or a country or territory that just isn't hitting the numbers. Whatever it is - call it out. This is the area that I will look to address and that will make a difference...

**If you need help...**our Troubleshooting service is all about helping leaders to solve problems related to sales performance. We interview customers. We perform loss analysis. We conduct partner audits. We do sales team analysis and competitor analysis. Lots of different discrete services to uncover issues and troubleshoot your biggest sales challenges. [www.salesteamservices.com/troubleshooting](http://www.salesteamservices.com/troubleshooting)

### 6 How Will You Break It Up?

It is a 90 or a 100-day plan - but you should break it down into smaller subsets - your first week, first month, first 2 months, and then then the full 90 or 100 days. It demonstrates that you understand the implications of timing and the need for priorities. It's also good to look at 'pre-start' objectives - what will you do before your start date?

### 7 How You Will Report Post 90 Days

How will you demonstrate your success at the end of the 90 or 100 days? Will you write a report? Will you present your findings? Will you showcase your results in some other way?

Anyone can write a 90-day plan - but the recipient(s) want to hear that you are going to follow this up - it isn't a plan that will be forgotten, it is a plan that you will be proud to complete.

Also, don't forget - what comes next? Does it stop here - no, it clearly will be an ongoing process. What do you expect to happen at the end? Will you propose a next step with your consolidated findings - the really crucial follow-up actions?





# WHO ARE WE? SALES TEAM SERVICES....

Sales Team Services is part of Viewpoint Analysis. We are focused upon helping sales teams to improve win rates and to cover all their blind spots.

We offer a range of services for sales and marketing leaders. They include:

- Baseline Service
- Loss Analysis
- Account Research
- Market Research
- Competitor Head-to-Head Comparisons
- Sales Team Analysis
- ABM Company Profiles
- Sales Troubleshooting
- Ideas Generation

Just let us know how we can help.

## **Where we are:**

Sales Team Services  
Viewpoint Analysis Ltd  
3rd Floor, St Paul's House  
23 Park Square South  
Leeds  
LS1 2ND

## **How to contact us**

Contactus@viewpointanalysis.com  
or  
Tel: 0113 5129252

