

MARKETING AND SALES GOALS TEMPLATE

GOAL	STRATEGIES	ACTIVITIES	RESOURCES	POTENTIAL OBSTACLES	MEASUREMENT
Identify specific, measurable sales and marketing objectives to accomplish within a given time period.	What strategies and tactics will you implement to achieve your goals?	What activities will support your strategies?	What resources do you need to succeed?	Identify potential obstacles to reaching your goals.	What are your success criteria? How will you measure progress?

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