

# Example Business Development Plan

Name: \_\_\_\_\_ Area \_\_\_\_\_ Date \_\_\_\_\_

## Dream Guide

	1 Short Term	2 Medium Term	3 Long Term
Time	Nine weeks	Three months	One year
Ladder step	Step 2	Step 4	Step 8
Earning Goal	£45	£117	£634.50
My Dream	More luxuries	Driving lessons	Buy a Car

## Your Representative earnings

Current PSR £	Sales	Commission	Customers	Ave Cust Spend
Last Campaign	£150	£37.50	17	£8.80
Next campaign	£200	£50	20	£10.00
Find 3 extra customers by re-canvassing territory. Also maybe at playgroup? Increase average order value by promoting 'Always'. Use post-its or fold to highlight the page Buy Samples for next campaign.. 80% of those who try, buy!				

## Current Sales Leader Business

	LOA1 LC	Rems LC	Team size	Downline	Team Orders	Inact	Team Sales	AOV	Comm
Generation 1	2	2	5	1	4	1	£280	£70	0
Generation 2	1	1	1	0	1	0	£100	£100	0
Generation 3	0	0	0	0	0	0	0	0	0
Total	3	3	6	1	5	1	£380	£76	0

## Opportunities within your current business

Additions	All training calls conducted – customer lists – name generation – earnings opportunity
Removals	Replacement calls – Customer List updated – name generation
Inactives	Why? – temp or perm
Potential Downlines	Shortlist from statement. Name generation
Existing Downlines	Training required - Earnings
Team Sales	High & Low Sellers – Average order building - Customers
Other	Parties – Beauty training - Events

### Opportunities and Actions

Additions	Only have 2 customer lists. Will revisit existing team and remember to get one every time going forward. Can prospect Tuesday, Wed and Thursday this week 10am-1.00pm	1
Removals	Have customer list for Ann Jones. Will use to find replacement Tuesday. Have 10-1.00pm free.	
Inactives	Betty Smith inactive last campaign., been unable to contact. In area Tuesday, will knock on door then.	
Potential Downlines	Emily Bishop has potential. Knows loads of people, wants to earn money. Will do BOC call together with ASM and go into more detail. Will Call Emily to arrange today.	2
Existing Downlines	Mary Knight has 1 team member. Wants FSB, so have arranged to go out with her Wednesday to appoint her friend Sophie King. In 1st campaign.	3
Team Sales	Telephone contact to highlight free gift with perfume to existing team. Order value needs to be higher to earn more commission	
Other	Natalie Rook is holding Avon party Friday night. Aim to sign up 1 new Representative. Invite Mary and Emily and ask them to invite friends	

### Earnings Action Plan- My team – Generation 1

Camp	DL's	New R.'s	Rem	Growth	Team size	Orders	Ave Ord	Team Sales	Comm
C5									
C6									
C7									

### Earning Action Plan – Generation 2

Camp	Active DL's	Ave Team size	Orders	Ave Ord	Team Sales	Comm
C5						
C6						
C7						

### Earning Action Plan – Generation 3

Camp	Active DL's	Ave Team size	Orders	Ave Ord	Team Sales	Comm
C5						
C6						
C7						

### Training needs

Training Required	When	Completed
Follow up observations		(signature)

### Meeting Notes

Any follow up on previous meeting notes or agreements can be recorded here, as can a summary of the Business Development Plan and key actions agreed.