Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2017 Success Planner Checklist**

|  |  |  |
| --- | --- | --- |
| Strategic Improvement |  |  |
| Increase the Right Numbers | **2016** | **2017** |
| Sales Activity #1 (enter activity here) |  |  |
| Sales Activity #2 (enter activity here) |  |  |
| Sales Activity #3 (enter activity here) |  |  |
| Sales Activity #4 (enter activity here) |  |  |
| Increase Lead Sources | **2016** | **2017** |
| Lead Source #1(enter here) |  |  |
| Lead Source #2 (enter here) |  |  |
| Lead Source #3(enter here) |  |  |
| Have Plan to Increase Leads? (enter here) | Yes | No |
| Cultivate Customer Base | **2016** | **2017** |
| Number of Up-Sell Possibilities |  |  |
| Number of Cross-Sell Possibilities |  |  |
| Number of Vertical-Sell Possibilities |  |  |
| Defined Approach for Customers | Yes | No |
| Defined Message for Customers | Yes | No |

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| Strategic Advantage |  |  |
| Checked Internet Presence | Yes | No |
| Checked Competitor's Upgrades | Yes | No |
| Checked New Problems | Yes | No |
| Uncovered New Objections | Yes | No |
| Can Overcome New Objections | Yes | No |
| Have 1st New Problem Question | Yes | No |
| Have 2nd New Problem Question | Yes | No |
| Defined New Added Value #1 | Yes | No |
| Defined New Added Value #2 | Yes | No |
| Defined Competitive Difference #1 | Yes | No |
| Defined Competitive Difference #2 | Yes | No |
| Strategic Mindset |  |  |
| Identified Stagnated Sales | Yes | No |
| Eliminated Stagnated Sales | Yes | No |
| Identified Old Opportunities | Yes | No |
| Regenerated Old Opportunities | Yes | No |
| Eliminated Old Paraphernalia | Yes | No |
| Designed Discipline #1 | Yes | No |
| Designed Discipline #2 | Yes | No |
| Designed Reward #1 | Yes | No |
| Designed Reward #2 | Yes | No |