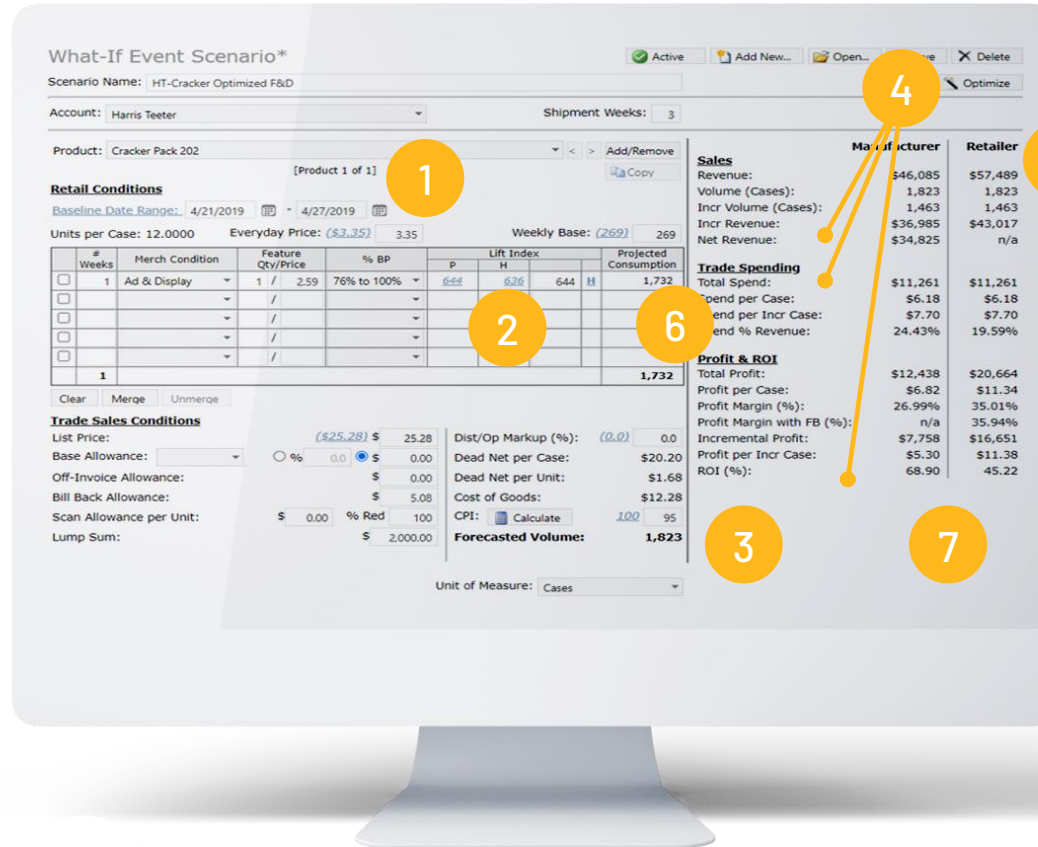


# The Anatomy of a Sales Plan

The What and Why of Building Promotional  
Plans that will Grow your Business

# The Sales Event

- 01 **Adjustable Baseline:** Plans should reflect the seasonal or future baseline for the planned product.
- 02 **Historical or Predictive Lifts:** Calculate forecasted volume of a promotion using a historical average or predictive model.
- 03 **Forward Buy:** Consider forward buy to accurately calculate incremental KPIs and promotional ROI.
- 04 **Incremental KPIs:** Measure promotional effectiveness by calculating incremental volume, revenue, profit.



- 05 **Retailer KPIs:** The impact that an event has on your retailer is critical in negotiating incremental or new plan execution.
- 06 **Spending Metrics:** Spending efficiency should be quantified as part of event creation.
- 07 **ROI:** Use the Return on Investment as a barometer of an event's success and to guide more effective planning decisions.

# The Customer Plan

**01 Budget Guidelines:** Build your customer plan to fit your set budget and objectives.

**02 Promo Mix:** Pull from your event library to create the mix that results in optimum efficiency and results.

**03 Constraints:** Set guardrails for frequency and timing to ensure your plan meets you and your retailer's requirements.



**04 Rollup of Planned Metrics:** Monitor the cumulative planned KPIs to align with definite objectives.

**05 Event Distribution:** Account for seasonality and time promotions for optimal return.

**06 EDLP and Non-Promoted:** A complete customer plan will include volume and spending allocations for EDLP and non-promoted weeks for an accurate forecast.

We look forward to continuing the conversation.  
Reach out to your sales representative or  
[hello@blacksmithapplications.com](mailto:hello@blacksmithapplications.com) to get started.

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