

2006-2007

Strategic Goal: Develop KTOS Sales Plan

Action Steps	Action Leader	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07
1. Facility: Review targeted audiences.	Katie/Steph/ Tom			X									
2. Facility: Finalize pricing models for room rates and catering.	Katie/Steph/ Todd			X									
3. Facility: Update facility marketing brochure and mail to targeted audiences identified.	Tom					X							
4. Facility: Meet with organizations impacted by any changes to fees, rates, etc.	Katie					X	X	X	X	X	X	X	X
5. Contract Sales: Complete development of standardized sales tools (i.e., proposal formats, training outline formats, etc.).	Katie			X									
6. Contract Sales: Develop marketing piece detailing a product offering types, examples, case studies.	Katie/Tom/ Program Directors					X							
7. Contract Sales: Transition project management duties to new Administrative Assistant.	Katie/Steph	X	X	X	X	X	X	X	X	X	X	X	X
8. Contract Sales: Create targeted prospect list with Priority One and leverage relationship to meet with businesses.	Katie/Dee	X	X	X	X	X	X	X	X	X	X	X	X
9. Contract Sales: Set & track sales visits, phone calls, networking activities attended, proposals delivered, contracts sold.	Katie/Sales Team	X	X	X	X	X	X	X	X	X	X	X	X
10. Contract Sales: Develop press operator training program.	Katie/Kirk/Kim	X	X	X	X	X	X	X	X				
11. Contract Sales: Deliver quarterly e-mail newsletters to clients and prospects.	Tom				X			X			X		

Personnel:

Success Indicators: Increase in contract sales and facility rental income.

Key Performance Indicator: Continuous Improvement, Customer Service