

## SALES BUDGET

Now that you're beginning to get a sense of what a total Sales Program might look like, it's time to start estimating a budget. Begin to itemize both the personnel and the various sales and marketing expenses you think will be required to support that Sales Program. It does not need to be perfect. Just a preliminary list. Once completed, begin to research the costs for each item on that list. Use the table below for examples of typical expenses included in a Sales and Marketing budget. Then transfer your results to the on-line Sales Primer tool.

### Labour ?

RESOURCE	#REQUIRED	AVG. MONTHLY COMPENSATION	SCENARIO BUDGET
Sales Development Rep (Lead Qualification)	0		0
Account Executive (Deal Close)	0		0
Service Reps   Account Executives	0		0
Marketing Coordinator			0
Outsourced Labour (Marketing)			0
Manager   Supervisor			0
			0
			0
			0
			0
			0
<b>Total Scenario Budget (Approximated)</b>			<b>0</b>

### Sales & Marketing Expenses ?

RESOURCE	SCENARIO BUDGET
Lead List Acquisition	
CRM Software	
Sales Collateral	
Events (Trade Shows, Webinars)	
Travel & Accommodation	
Website Design   Maintenance	
SEO Optimization	
Digital Content Creation	
Paid Advertising (Digital)	
Paid Advertising (Traditional)	
<b>Total Scenario Budget (Approximated)</b>	<b>0</b>

Screenshot