

# 30-Day Digital Selling Action Plan

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

Date: \_\_\_\_\_

**Step 1:** Set some business development goals! Determine exactly what results you want to accomplish . . . and WHY.

(number of new deals closed, numbers of opportunities added to pipeline, dollars added to pipeline, number of meetings run, numbers of approaches, etc.)

**Step 2:** Consider focusing on a "theme" for the month that you are passionate about: a critical problem we can solve ("A"), a specific outcome we can deliver ("C"), or a great solution to feature ("B"). You might want to go industry- or even persona-specific.

**Step 3:** Select which companies, agencies, business units, divisions, departments, or locations you will target by industry, function, size, geography, techno-graphics, etc. Start with your 5x5!

**Step 4:** Decide which people you will target. Remember to sell beyond IT into operations, sales and marketing, finance, purchasing, etc. Who are the people who might play a role in any decision to buy what you sell? Engage with them (your 5x5) on LinkedIn!

**Step 5:** Select the digital selling assets that will be part of your inbound attraction strategy. What will you post and when? Also define the assets and mediums that will be part of your outbound approach pattern(s). What sequence(s) will you use? How often?

**Step 6:** Commit to the time you will invest in business development on a daily or weekly basis. Lay out a productive week in advance.

**Step 7:** Execute relentlessly for the next 30 days. Don't let anything knock you off track! Then, reassess and plan for next month.