



SECTOR ANALYSIS TEMPLATE

Winning Big in Sales

HOW TO USE

Use the template in conjunction with the book to start the process of selecting the sectors to target for targeting and insights

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Sector Analysis Template

- Once completed it provides a clear view of which sectors are currently generating good returns for the business
- This helps you in selecting sectors where you have already been financially successful
- It helps you to decide on eliminating resources on sectors that are not a priority until they meet the financial returns that are acceptable to the business
- It enables you to plan and focus sales and marketing efforts and resources in areas when you can achieve an acceptable financial return.

Template 1 – The Sector Analysis Template of your existing clients

Company	Size of Company	Financial Viability	Sector
Client name	Turnover	Gross margin or profit margin % on that client	What market sector is your client in?

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