

Nimbus Infrastructure Solutions Sales Plan

Introduction

This sales plan outlines the strategic vision and practical steps Nimbus Infrastructure Solutions will implement to achieve our ambitious revenue target of \$10 million. The plan provides clear guidance on responsibilities, targets, and strategies for the sales team led by Jonathan Dixon, the Vice President of Sales.

Sales Team Structure

Our sales team comprises a diverse group of dedicated professionals located across various regions, all reporting to Jonathan Dixon:

- **Jonathan Dixon**** (Vice President of Sales) - Tammystad, OR
- **Chloe Tucker**** (Business Development Representative) - East Allen, KY
- **Caleb Miles**** (Business Development Representative) - Odonnelltown, FM
- **Business Development Representatives**** duties are carried out by additional staff, including Raymond Zamora, Courtney Mitchell, and Patty Patrick.
- **Sales Managers****: Troy Collins, Jason Kelly, Holly Acosta, Joseph Williams, Frank Koch, Joshua Duffy
- **Sales Associates****: Yvonne Schultz, Dillon Nelson, Danny Cross, Shannon Rhodes, Douglas Ford, Monica Chambers, Sandra Cox, Matthew Jenkins
- **Account Executives****: Angela Roberts, Rachel Butler, Sean Sherman, Brenda Williams, John Daniel, Kathleen Gomez, Lance Lester

Sales Targets

Our total revenue target for the fiscal year is \$10 million, of which \$6 million is slated for new sales and \$4 million for upselling. Each sales representative has precise targets derived from these figures, ensuring everyone contributes towards our collective goal.

Calculating Individual Targets

Individual targets have been meticulously calculated based on roles and current market scopes. Here is a breakdown of target allocations:

- **Vice President of Sales****: Jonathan Dixon
 - Total Sales Target: \$370,370.37
 - New Sales: \$222,222.22
 - Upsell: \$148,148.15

- **Business Development Representatives****
 - Total Sales Target per representative: \$185,185.18
 - New Sales: \$111,111.11
 - Upsell: \$74,074.07

- **Sales Managers and Associates****
 - Total Sales Target: \$370,370.37 each
 - New Sales: \$222,222.22
 - Upsell: \$148,148.15

- **Account Executives**** similarly work with targets of \$370,370.37

Individual Sales Plans

Each member will develop personalized action plans compliant with their roles and expected targets. Team leaders will spearhead strategy sessions to bolster sales efforts and address any arising

challenges.

VP of Sales Responsibilities

The Vice President, Jonathan Dixon, shoulders integral responsibilities:

1. **Overall Accountability**

Ensure the sales team meets the \$10 million revenue target.

2. **Strategic Planning**

Adjust strategies and tactics as necessary based on performance and market trends.

3. **Team Support**

Conduct performance reviews.

Foster a culture of collaboration and innovation.

Action Plan and Strategies

To achieve our sales targets, we have devised several strategic initiatives:

1. **Enhanced Collaboration**

2. **Training and Development**

3. **Market Segmentation**

4. **Performance Incentives**

5. **Resource Support**

These strategies aim to empower our sales team, enhance customer engagement, and drive sales growth.

Expected Outcomes

Expected outcomes from our action plan include:

Achieving the \$10 million revenue target.

Increased productivity and efficiency within the sales team.

Professional growth and development for all team members.

Enhanced market penetration and customer acquisition.

Contingency Plans

In case of challenges, we are prepared with the following contingency measures:

Underperformance: Implement coaching plans and restructure workflows.

Resource Shifts: Redistribute resources to high-potential areas.

Market Changes: Adjust strategies based on real-time customer and competitor feedback.

Conclusion

This sales plan serves as a roadmap for Nimbus Infrastructure Solutions to reach our \$10 million revenue goal through strategic actions, robust targets, and adaptive strategies. Under the guidance of Jonathan Dixon and with the collective effort of our dedicated team, we are poised for a successful year ahead.