

Sales Activities: Analysis Worksheet

My sales activities over the last ____ months are as follows.

1. In column one list all of the sales activities you do.
 - a. In column two Yes/or No, were you doing these activities 8 weeks prior to a peak?
 - b. In column 3, if so how often, how much time did you spend, and what did it cost you?
 - c. In Column 4 what was the result?
 - d. In column 5, were you doing this activity prior to a low?
 - e. In Column 6, if so how often, how much time did you spend, and what was the cost?
 - f. In Column 7, what was the result?

List of Sales Activities	8 weeks prior to a peak?	How often? How much time did you spend? How much money did it cost?	What was the result?	8 weeks prior to a low?	How often, how much time, and how much did it cost?	What was the result?

2. List 5 to 10 activities you were doing prior to a peak that resulted in the best ROI
 - 1.
 - 2.
 - 3.

- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

3. List the 5 to 10 activities you were doing prior to a low that resulted in the best ROI

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

4. What top ROI activities were you NOT doing before a low?

- 1.
- 2.
- 3.
- 4.
- 5.

5. What are your best ROI activities?

- 1.
- 2.
- 3.
- 4.
- 5.

- 6.
- 7.
- 8.
- 9.
- 10.

6. Modify the frequency and amount of your best ROI activities so that you can consistently do them during Peak/or busy times.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.