

Strategic Business Development Strategic Plan at a Glance (one year)

Directions: in the boxes below, answer the following question, do not add additional information. Use this template with multiple team members at the start of building a strategy (to align the teams and expectations).

Company Name

What are your Product or Services (list)

What is your Value Proposition (differentiator)?

Who are your target customers?

Who are your competitors?

How much More do you want to sell (\$)?

How are you going to do it?