

# Sales Matrix Template

**Target Company:**

	Primary Approach Target Market	Secondary Approach Compelling Event
Market Details	<i>ie) What is your current target market?</i>	<i>ie) What is a recent event that creates a new opportunity?</i>
Customer Pain Points		
Weight of Resources (Equals 100)		

## Key Contacts

<b>1<sup>st</sup> Contact Name</b>		
Department / Title		
Notes: Value Proposition, Approach, Deliverables		
<b>2<sup>nd</sup> Contact Name</b>		
Department / Title		
Notes: Value Proposition, Approach, Deliverables		
<b>3<sup>rd</sup> Contact Name</b>		
Department / Title		
Notes: Value Proposition, Approach, Deliverables		

# Total Cost Analysis

<b>Budget Cycle:</b>	Primary Approach Target Market	Secondary Approach Compelling Event
Budget Owner		
Department / Title		
Pricing Plan		
Hardware Investments		
Installation		
Training		
Maintenance		
Additional Material Costs		
Opportunities for Cost Reduction		
Amount Saved		