

B2B SALES



Vendor Rep Sales Plan

Turn one vendor relationship into one real customer opportunity.

1 Pick the opportunity

Customer or account: _____

What do they need? _____

Estimated value: _____ Decision deadline: _____

2 Make one specific vendor ask

What support would help move this sale forward?

☐ Quote or special pricing

☐ Availability or sourcing

☐ Sample or product demo

☐ Product training

☐ Joint call or jobsite visit

☐ Event or promotion support

Vendor and rep: _____

THE ASK: Be clear about the customer, deadline, and help you need.

3 Set the follow-up before the sale goes cold

Store owner: _____ Rep contact date: _____ Customer follow-up: _____

Next step: _____

OUTCOME OR NOTES

THIS WEEK'S COMMITMENT

By _____, I will _____.