

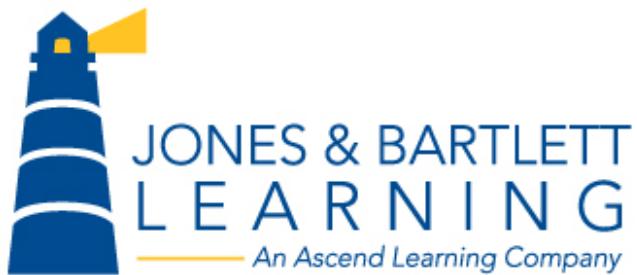
# Jones & Bartlett Learning

## International Sales

2020 - 2021 Sales & Marketing Plan

Rep Name:

Territory:



# Sales Plan

## **A. Territory Overview**

In the space below, describe the sales outlook for your territory for calendar year 2020 in Part I, and calendar year 2021 in Part II. Comment on how you will achieve your goals by briefly reviewing key accounts and product lines. (Information prepared in this section will be used to complete your Revenue Forecast.)

**Part 1: January 1, 2020 – December 31, 2020**

**Part 2: January 1, 2021 – December 31, 2021**

## **B. Revenue Opportunities**

As you promote our product lines, please comment on key revenue opportunities for 2020 - 2021 and the strategies you will employ to generate revenue for the following:

- Academic / Higher Education Titles
- Emergency Medical Services (EMS) and Emergency Care & Safety Institute Titles
- Fire Titles

### **C. Sales & Marketing Initiatives for 2020 – 2021**

As you identify new sales opportunities and increase revenue for our product lines, please respond to the following questions:

- 1. What are the new markets you will open in 2021? What do you need from management or the Burlington office (sales, marketing or customer service) to help open these markets?**
- 2. Describe your experiences with promoting and selling the allied health professions titles that were acquired from Wolters Kluwer. What do you need from the Burlington office to help increase sales of these titles?**

**3. How and when do you see your market recovering from the impact of the coronavirus? What is the outlook for your territory in 2021?**

**4. As a result of the coronavirus and its impact on learning, are you seeing a shift to digital and increased usage of digital content and courseware? Have new digital service providers entered your market, and are there new digital models in use?**



# Marketing Plan

## **A. Territory Outlook**

In the space below, describe how you will market and promote our product lines in 2021. Consider how factors such as special pricing, promotional activities, eBooks, technology, customized electronic mailings, or additional office support can assist you in increasing sales revenue.

## **B. Interactive Electronic Catalogs & Course Guides**

We are directing customers to our interactive electronic catalogs. As a result of this shift to digital and virtual conferences, Course Guides will be printed in very limited numbers. Territory estimates for Course Guides will be sent to you in a separate email.

### C. Competition

Discuss the following competitors in your territory by listing specific company or product strengths. Sales and marketing strategies may include promotional activities, pricing, customization, giveaways, training, etc.

Company	Representative	Product Strengths	Sales/Marketing Strategies Used
Pearson			
Cengage			
McGraw-Hill			
Elsevier			
Wiley			
Lippincott			

#### **D. Conference & Book Fair Plan 2021**

Enter details on local or virtual conferences or book fairs in your territory that you would like to participate in during 2021. The proposed Costs column should cover registration or booth costs, sponsorships or other related expenses. Please specify if any of the registration or booth costs that you are proposing will be shared expenses with local distributors or partners. The information in your Conference & Book Fair Plan will be reviewed and you will be notified if Jones & Bartlett Learning will approve and assume responsibility for the expenses or reimburse you.

## E. Top 20 Customers

Using the attached spreadsheet, please enter details for your top 20 customers/accounts.