

Business Development Calendar

<p>January - Q1</p> <p>Goal/Plan \$</p>	<p>February - Q1</p> <p>Goal/Plan \$</p>	<p>March (5) - Q1</p> <p>Goal/Plan \$</p>
<p>April - Q2</p> <p>Goal/Plan \$</p>	<p>May - Q2</p> <p>Goal/Plan \$</p>	<p>June (5) - Q2</p> <p>Goal/Plan \$</p>
<p>July - Q3</p> <p>Goal/Plan \$</p>	<p>August - Q3</p> <p>Goal/Plan \$</p>	<p>September (5) - Q3</p> <p>Goal/Plan \$</p>
<p>October -Q4</p> <p>Goal/Plan \$</p>	<p>November - Q4</p> <p>Goal/Plan \$</p>	<p>December (5) - Q4</p> <p>Goal/Plan \$</p>

Annual Revenue Goal

\$ -

- **Increase sales by \$ or %**
- **Average Order Value/Deal Size**
- **Average Monthly revenue or break even #**

Think about the patterns in your business as you plot out the monthly revenue goal. Are there opportunities to increase revenue in certain months with a bit more planning?



Keep these top of mind when planning

- your "why"
- your strategic objectives
- the structure of your organization
- What are the resources needed to achieve your goal
- keep your eyes open for potential challenges

What tips and tricks do you have? Please share them with us on social media



2021 Planning Calendar

January - Q1

AW21 Market & Buying Season
AW21 Phase 2 Dev

wk 49 \$
wk 50 \$
wk 51 \$
wk 52 \$

Goal/Plan
\$

February - Q1

SS22 | M1 Drop
SS22 | Phase 1 Dev

wk 1 \$
wk 2 \$
wk 3 \$
wk 4 \$

Goal/Plan
\$

March (5) - Q1

wk 5 \$
wk 6 \$
wk 7 \$
wk 8 \$
wk 9 \$

Goal/Plan
\$

April - Q2

wk 10 \$
wk 11 \$
wk 12 \$
wk 13 \$

Goal/Plan
\$

May - Q2

wk 14 \$
wk 15 \$
wk 16 \$
wk 17 \$

Goal/Plan
\$

June (5) - Q2

wk 18 \$
wk 19 \$
wk 20 \$
wk 21 \$
wk 22 \$

Goal/Plan
\$

July - Q3

SS22 | Phase 2 Dev

wk 23 \$
wk 24 \$
wk 25 \$
wk 26 \$

Goal/Plan
\$

August - Q3

AW21 | M1 Drop
AW22 | Phase 1 Dev

wk 27 \$
wk 28 \$
wk 29 \$
wk 30 \$

Goal/Plan
\$

September (5) - Q3

SS22 Market & Buying Season

wk 31 \$
wk 32 \$
wk 33 \$
wk 34 \$
wk 35 \$

Goal
\$

October - Q4

SS22 Secondary Market &
Buying Season

wk 36 \$
wk 37 \$
wk 38 \$
wk 39 \$

Goal/Plan
\$

November - Q4

SS22 Specialty Market &
Buying Season

wk 40 \$
wk 41 \$
wk 42 \$
wk 43 \$

Goal
\$

December (5) - Q4

wk 44 \$
wk 45 \$
wk 46 \$
wk 47 \$
wk 48 \$

Goal/Plan
\$

Important Dates

for planning

Q1

January - March

Fine tune planning for current year, close the books on previous year & fine tune February strategy **January**
Q2 Planning, close books on January, fine tune March **February**
Fine tune April Strategy, close books on February **March**

Q2

April - June

Close books on March, fine tune May strategy, recap Q1 business middle of **April**
Close books on April, fine tune June strategy, Q3 Planning, **May**
Close books on May, fine tune July strategy **June**

Q3

July - September

Close books on June, fine tune August strategy, recap Q2 business middle of **July**
Close books on July, Q4 planning, fine tune **August**
Close books on August, fine tune October strategy **September**

Q4 -

October - December

Close books on September, fine tune November strategy, recap Q3 business mid **October**
Close books on October, fine tune December strategy **November**
Close books on November, fine tune January strategy, Q1 & 2022 planning **December**