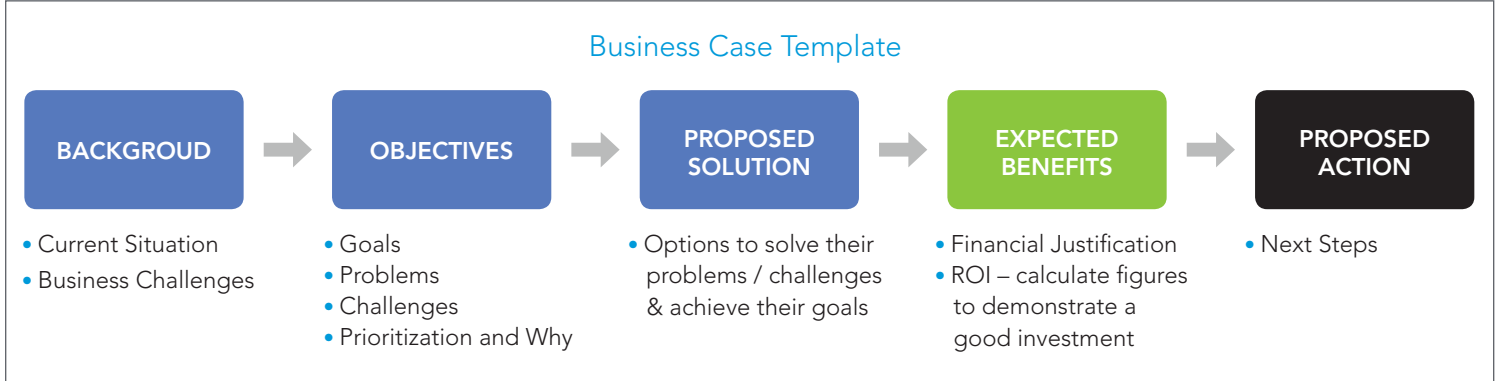


INSTRUCTIONS: Use this template to strategize and practice your Business Case & ROI to earn the business of a potential client or earn more business with an existing client.

Client: _____

ARTICLE: "5 Top Tips to Improve Your Sales Planning"



Building Your Business Case & ROI

Background	
Objectives	
Proposed Solution	
Expected Benefits & ROI	
Proposed Action Plan	

