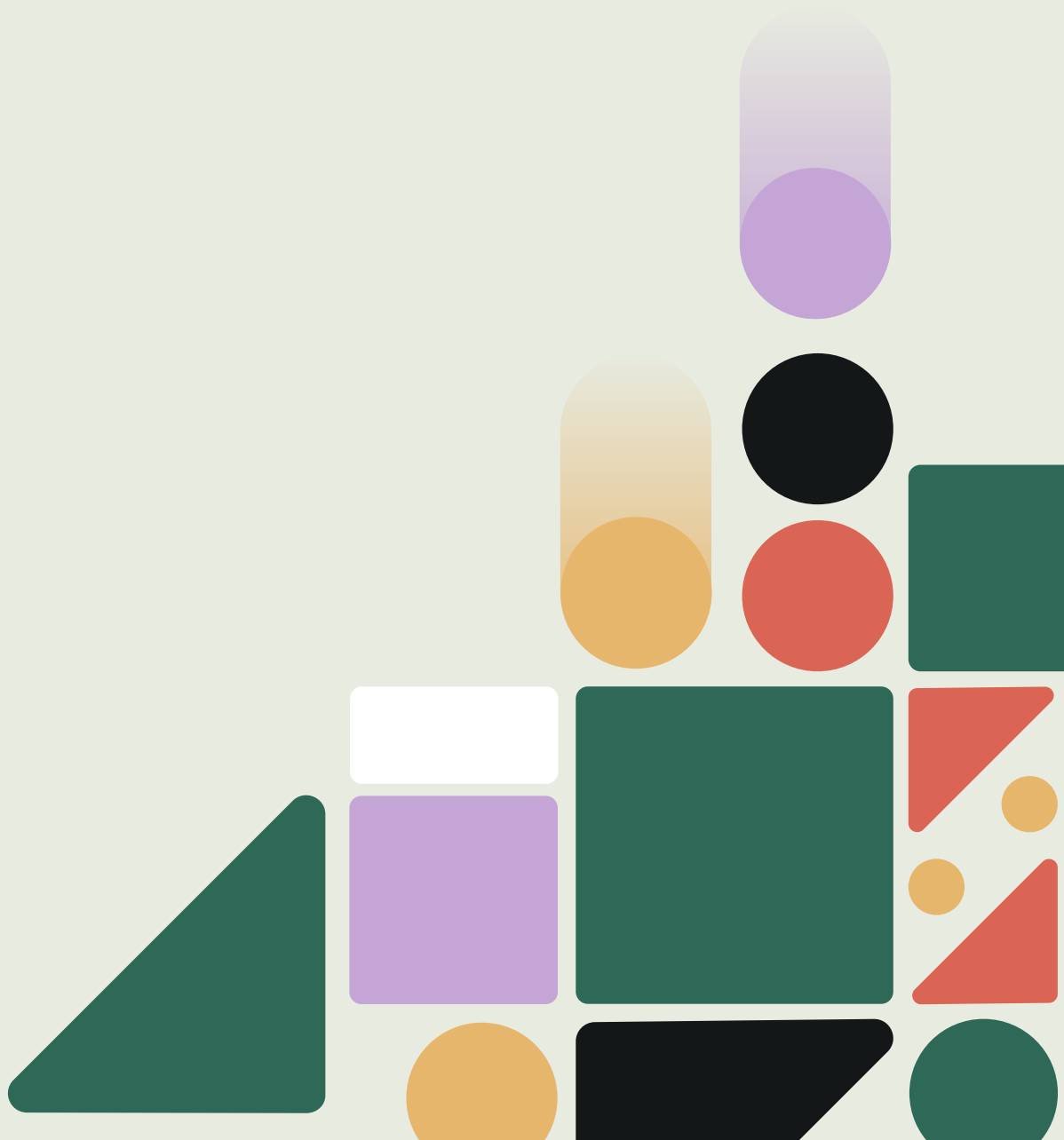


Notch

# The Mutual Action Plan Template for Top Sales Professionals



4 min read

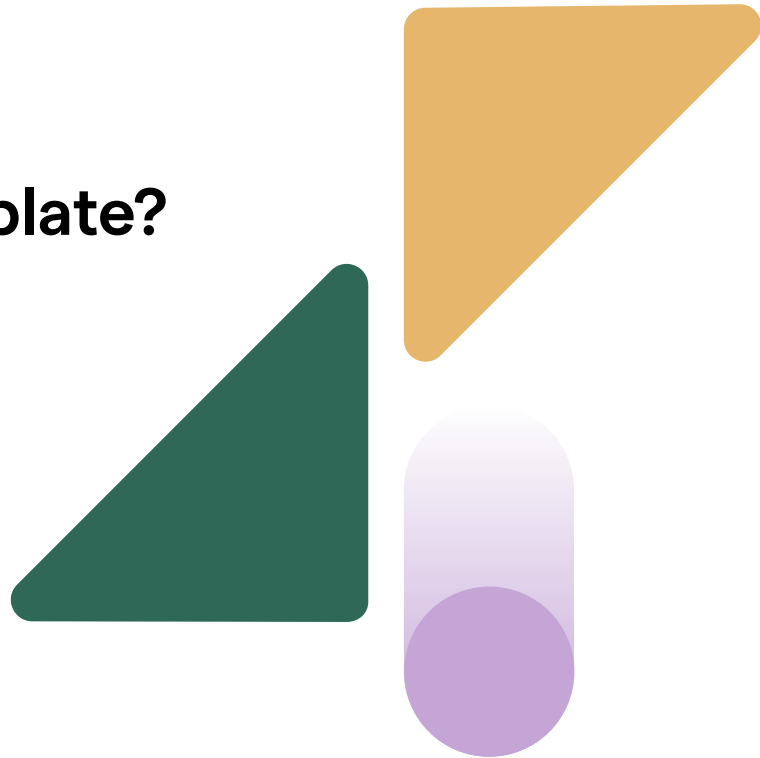


# What is the MAP template?

Introducing our Mutual Action Plan (MAP) template — a powerful tool designed to drive sales success and foster effective collaboration with your prospects and potential clients.

This downloadable template serves as a comprehensive guide, enabling you to outline clear objectives, break them down into actionable steps, assign responsibilities, and track progress. With its user-friendly format, the MAP template empowers sales professionals to align their efforts, optimize resources, and achieve desired outcomes.

Whether you're looking to enhance sales performance, meet revenue targets, or streamline processes, this template provides a structured framework to keep your team and prospects focused, accountable, and adaptable.



**Need more?**



**Download the MAP template today and embark on a journey toward sales excellence.**

**Download now — it's free!**

# How to use the MAP template?

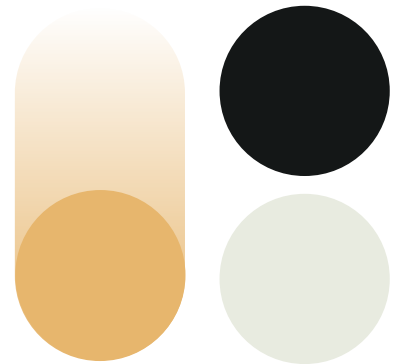
We've put together an easy-to-use, zero-fluff, MAP template that will help you achieve your goals in no time! To use this template effectively:



- 1 Start by clearly defining your sales objective or goal.
- 2 Break down the objective into specific, actionable steps or tasks.
- 3 Assign responsibilities to individual team members based on their strengths and expertise.
- 4 Set realistic deadlines for each action and create a timeline for execution.
- 5 Identify the necessary resources and support needed to accomplish each task.
- 6 Monitor progress regularly and communicate updates within the team.
- 7 Foster collaboration and open communication among team members throughout the execution of the MAP.

By following these guidelines, you can effectively utilize the MAP template to drive your sales efforts, collaborate with your prospects, track progress, and achieve your sales goals.

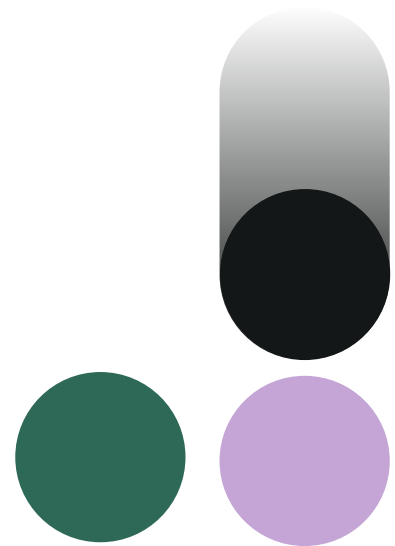
Complete the Overview and Project Summary sections with your prospect in order to align on what you want to achieve. Being in agreement with each other is a crucial step for a successful MAP process!



## Overview

- 1 **Overview of the Entire Project:** This section offers an insight into the project's scope and objectives, setting the stage for our collaboration.
- 2 **Objective:** The objective outlines the results we aim to achieve together, guiding our actions and decisions.
- 3 **Kick-off Date:** The proposed kick-off date marks the start of our partnership, transforming plans into actions.
- 4 **Contract Signature Date:** The date for signing the contract signifies our commitment to joint objectives and structured collaboration.
- 5 **Solutions Proposed:** A glimpse into the solutions we offer, showcasing the value we bring to the prospect's business.
- 6 **Cost of Product Estimate \$:** Initial product cost estimate for the prospect's financial planning and trust-building.
- 7 **Cost of Service Estimate \$:** Estimated service cost complements the overall investment, aiding informed decisions.
- 7 **Total Cost \$:** Sum of solutions offered, providing a clear financial overview for informed discussions.

Ensure alignment by completing both the Overview and Project Summary sections with your prospect. This agreement is vital for a successful MAP process, laying the groundwork for shared objectives and collaborative success.



## Overview

- 1 **Prospect's Business Context:** Concisely outline the prospect's industry, market position, and challenges. This insight guides tailored solutions.
  - 2 **Reason for Change:** Address pain points directly for positive operational change. Immediate relief and long-term growth are priorities.
  - 3 **Prospect's Objectives:** Defining shared goals is pivotal. Our solutions must align with their aspirations, streamlining implementation for results.
  - 4 **Why Now?:** Timing matters. Current dynamics and opportunities demand action. Seizing this moment ensures competitive adaptation.
  - 5 **Why You?:** Our strengths and unique solution make us ideal partners. Proven expertise, innovation, and value guarantee returns. Shared values lay the groundwork for success.
- This focused Project Summary aligns strategies, anticipates challenges, and establishes a foundation for a prosperous MAP process.

Build your MAP project plan by using the Timeline & Action Plan section. First, define each stage of the prospect journey. Then, define each task along with the owner of that action. Don't forget to include a deadline.

Once each task is successfully completed, check the status box. Viewing a MAP in progress naturally incentivizes stakeholders to keep the ball rolling!

Stage	Task	Owner	Deadline	Status
1 (Kick-off discussion stage)				
1.1				
1.2				
2 (Demo stage)				
2.1				
2.2				
2.3				
2.4				
3 (Sign-off)				
3.1				
3.2				
3.3				
4 (Onboarding and set up stage)				
4.1				
4.2				
5 Post-onboarding tasks stage				
5.1				
5.2				
5.3				

Use the Buyer Resources section to add important resources for buyer engagement. By sharing product demos and meeting recordings, FAQ articles, knowledge base resources, and anything else, your prospects will never feel like they are in the dark.

Buyer Resources	
Name of Resource	Add links to files or resources for your customer

Use the Key People section identify all key stakeholders from both your team and your potential buyer’s team.

Key People <b>Customer</b>		
Name of person	Position	Email

Key People <b>Your Team</b>		
Name of person	Position	Email





# Elevate Your Sales Game with Notch: The Ultimate Software for Streamlined Success

Notch transforms sales by offering a comprehensive revenue platform for seamless collaboration. We pioneered the Mutual Action Plan (MAP), boosting teamwork and outcomes.

In sales, time is precious. Notch unifies processes, ending tool fragmentation like email, Slack, and DocuSign. From offer to onboarding, every step is simplified.

Looking for  
more Reasons?



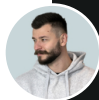
No more scattered channels!

Notch empowers focus on high-value tasks.

Integrated workflows streamline BANT processes for consistent success.

## Discover the future of sales!

Get a demo or explore Notch and get ready for the sales and buying process that puts you in the driver's seat!



Viktor Kessel

[Book a Demo — it's free!](#)

# Notch

Leave spreadsheets and lost buyer follow-up emails in the past. Notch helps you create structured and engaging sales process that ensures your buyer completes the right tasks at the right time.

