
30 – 60 – 90 Day Plan

Objective:

To successfully learn the variety of packaging solutions MWV offers for the Beauty & Personal Care Unit, while also establishing a solid understanding of the business and developing a geo-specific plan for my territory to drive sales.

Pre-work:

- Research MWV's Beauty & Personal Care packaging solutions and gain a deeper understanding of each aspect of these solutions and the benefits they provide
- Research competitors of MWV and understand key differentiators between packaging solutions
- Gain a broader understanding of the trends and issues as they pertain to the Beauty & Personal Care business unit

30 Day Plan:

- Introduce and build relationships with current customers in territory
- Analyze existing MWV business with Unilever & L'Oreal; identify areas of opportunity to develop new business and grow existing
- Maintain communication with collaborative partners and additional team members regarding pertinent market information and selling strategies
- Develop solid understanding of sales process utilizing all resources available
- Provide sales management with information regarding activities in marketplace
- Have complete understanding of MWV's company policies and values

60 Day Plan:

- Review first 30 days and evaluate progress
- Continue to develop sales message focused around differentiating MWV by promoting and selling value-added Personal and Beauty Care packaging products and services
- Build and maintain effective relationships with target accounts
- Work closely with other Senior Account Executives to share best practices, as well as activities in marketplace that could impact sales in associated business units
- Gain trust and credibility with customers and follow through on commitments; work closely with operations and sales administration to ensure customer needs are met

90 Day Plan:

- Review first 60 days and evaluate progress
- Continue to support customers in every way possible
- Develop advocates in territory and utilize them to generate pull through in new markets
- Continue to manage the sales process within each account to ensure goals are met
- Continue to build pipeline to exceed annual revenue goals; develop a customized approach for each customer