



The TROUBLEMAKERS Workshop

Please fill out this form to the best of your ability. If you have others managing your sales education, or your Google Analytics, social media results, etc. Go to the people who can give you the most accurate data.

SALES	< Spend	SALES	< Spend	SALES
Overall LEADS / previous 2 months	\$ here	Possible income		
Last two months of SALES	\$ here	Closed		
Cost in staff hours, travel, etc.	\$ here	Trade show booth activity	\$	
MARKETING	< DATA	MARKETING	< DATA	MARKETING
Overall \$ in the market 2 months		Freelance writers / art directors 2 mo.		
2 months cost by media				
Marketing consultants \$ 2 months				
Social spend 2 mo.	Spend	Further expenditures	Spend	
Facebook	\$	Podcast production	\$	
Instagram	\$	Public Relations \$ 2 mo. period	\$	
Twitter	\$	Direct mail	\$	
LinkedIn	\$	Video production	\$	
YouTube	\$			
Email Marketing	\$			
	\$			

What are / were some of the most successful tactics in Sales and Marketing?

Where are you weakest?

Do you think you have a lazy website?
