

Worksheet: Invest in a Sales Force

Step	Question	Answers
Identify existing salesforce(s)	Is anyone already selling to your target population that you could partner with? If so, who?	
Determine sales channels	Through what methods or means can you engage your target beneficiaries?	
Identify influencers	Do your target beneficiaries have key influencers you should sell on your service/product first to build a referral base?	
Describe needed capabilities	What types of capabilities would your organization overall or a sales team need to engage your beneficiaries and/or influencers?	