Unit 8

**Activity 8-2 Best Opportunities**

**Directions:** Marketing works together with the sales team to determine where to focus sales and marketing efforts that have the best chances of turning into actual sales for the company.

1. Based on your target market and customer profile, list the top-ten best sales opportunities for the upcoming year. Make sure to include the job titles of the sales contacts. This document will appear in the Appendices of your marketing plan.

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| **Top 10 Opportunities** | **Contacts** |
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1. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_UnitActivity8-2.docx (i.e., JohnSmith\_UnitActivity8-2.docx).