

**Standing Agenda**  
**Monthly (sales & marketing) Meeting**

Date \_\_\_\_\_

**8am – 10am**

**Chair:** Director / Manager / Meeting Organizer etc

**Attendees:** Attendee 1 Attendee 2  
 Attendee 3

**Apologies:** None

**Please read:** Last month's action points

**Sales & Marketing**

**8am – 8.30am**

**Results**

- Review of last month's actions points
- Results – KPI report (see below)
- Budget

**Who**  
 Director  
 Manager  
 Admin

**8.30am – 9.30am**

**Next months projects & targets**

- Competitor analysis.
- Brand awareness.
- Digital (website, apps etc) & SEO Update
- Pricing structure
- Customer charter
- Advertising, Media & PR

Dir  
 ??  
 ??  
 ??  
 ??  
 ??

**Operations**

**9.30am – 10am**

**Procedures**

- Progress on procedures manual
- Other

??  
 ??

<b>KPI Report</b>	<i>Apr</i>	<i>May</i>	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>	<i>Sep</i>	<i>Oct</i>	<i>Nov</i>	<i>Dec</i>	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>
Stock levels												
- Target						1,200	1,150	1,100	1,050	1,000	950	900
- Actual						1,152	1,142					
Shop sales												
- Target						40	40	40	60			
- Actual						45						
Online Sales												
- Target						?	?	?	?			
- Actual						?						
Google tics												
- Target						?	?	?	?			
- Actual						?						

Monthly Sales & Marketing Meeting

Action points

Month : \_\_\_\_\_

Present : Owner name, Manager name, etc

No.	Point	Action allocated to	Agreed date
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

Completed by      Who?  
Date issued        Date?  
Date reviewed     \_\_\_\_\_