

Sales – Weekly Activity Planner (Simple)

Consistency beats intensity. Track the few actions that create sales.

Use this weekly. If you're slow, increase activity. If you're busy, keep follow-up disciplined.

Weekly targets (set once, review monthly)

Activity	My weekly target	Why it matters
Outbound calls/messages		Creates new leads and brings past customers back.
Follow-ups completed		Increases conversion on existing enquiries/quotes.
Quotes sent		Direct driver of future work.
Referrals requested		Cheapest and best leads.
Google review requests		Boosts trust and inbound enquiries.

This week's plan

Day	Outbound actions	Follow-ups	Notes / outcomes
Mon			
Tue			
Wed			
Thu			
Fri			

End-of-week review (5 minutes)

What worked?	What didn't?	Next week adjustment