|  |  |  |  |
| --- | --- | --- | --- |
| **Key Segment** | **What do we currently do?** | **How can we enhance this?** | **Priority Projects / Quick wins** |
| Sales Units per Experience / Function |  |  |  |
| Overall Individual Sales Revenue |
| Collaborative Sales |
| Future Bookings |
| Feedback / Referrals |
| Long term Sales |

**MARKET INTELLIGENCE- Tracking & tweaking**

|  |  |  |  |
| --- | --- | --- | --- |
| **Key Segment** | **KPI / Goal** | **Achieved** | **Learnings / Forward Planning** |
| Sales Units per Experience / Function |  |  |  |
| Overall Individual Sales Revenue |  |  |  |
| Collaborative Sales |  |  |  |
| Future Bookings |  |  | **What is “Optimal”…**  -Across your business **functions?**  -For your budget **restrictions?**  -For your **lifestyle?** |
| Feedback / Referrals |  | Set **SMART** Goals  **S**pecific  **M**easurable  **A**chievable  **R**ealistic  **T**ime-Bound |  |
| Long term Sales |  |  |  |

**MARKET INTELLIGENCE- Tracking & tweaking- Example how to**

***Delivered as part of the Tourism Enterprise Development (TED) Programme   
on behalf of Tourism NI by:***

