

# **SEWARD SALES CALENDAR**

## **Broad Scope**

January 11 - April 10	Architectural Luncheons Builder Sales Calls Dealer-Builder Meeting Distributor Training Meetings Seminars
April 11 – April 30	1 <sup>st</sup> Quarter Review and Adjustments
May 1 – June 30	Dealer Follow-up Calls Distributor Joint Sales Calls Contractor Follow-up Calls Jobsite Reviews
July 1 – July 10	2 <sup>nd</sup> Quarter Review and Adjustments
July 11 – September 30	Dealer Follow-up Calls Distributor Joint Sales Calls Contractor Follow-up Calls Jobsite Reviews
October 1 – October 10	3 <sup>rd</sup> Quarter Review and Adjustments
October 11 – October 30	New Year Planning Period
November 1 – December 24	Schedule Architectural Luncheons Schedule Dealer-Builder Meetings Schedule Training Meetings Schedule Product Deminars Developmental Selling New Product Introduction Target Builder Sales Calls
December 25 – December 30	Administrative Clean Up
January 1 – January 10	4 <sup>th</sup> Quarter Review and Adjustments