# BUSINESS CONTINUITY PLAN – SAMPLE TEMPLATE

ESSENTIAL FUNCTIONS AND ROLES BY DEPARTMENT

# DEPARTMENT: SALES & MARKETING

|  |  |  |  |  |
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| **Customer** | **Business Function** | **Priority** | **Team** | **Personnel/Role** |
| Group A | * Response to customer request (answer phones and emails) | Essential | Sales |  |
| Group A | * Creating quotes | Essential | Sales |  |
| Group A | * Invoices | Essential | Sales |  |
| Group A | * Existing customer meetings (remote) | Essential | Sales |  |
| Group A | * Existing customer meetings (onsite) | Discretionary | Sales |  |
| Group A | * New customer meetings (remote) | Discretionary | Sales |  |
| Group A | * New customer meetings (onsite) | Non-essential | Sales |  |
| All | * Social Media and Website Updates | Discretionary | Marketing |  |
| All | * Events and sponsorship engagements | Non-essential | Marketing |  |
| All | * Travel (out of town) | Non-essential | All |  |
| Internal | * Sales Team Meetings | Essential | Management |  |
| Internal | * Team Management Meetings | Essential | Management |  |
| Internal | * One-to-One Supervisory Meetings | Discretionary | Management |  |
| Internal | * Customer communications and coordination | Essential | Marketing |  |