# BUSINESS CONTINUITY PLAN – SAMPLE TEMPLATE

ESSENTIAL FUNCTIONS AND ROLES BY DEPARTMENT

# DEPARTMENT: SALES & MARKETING

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 |  |