HESTAPLAN

Hestaplan for sales

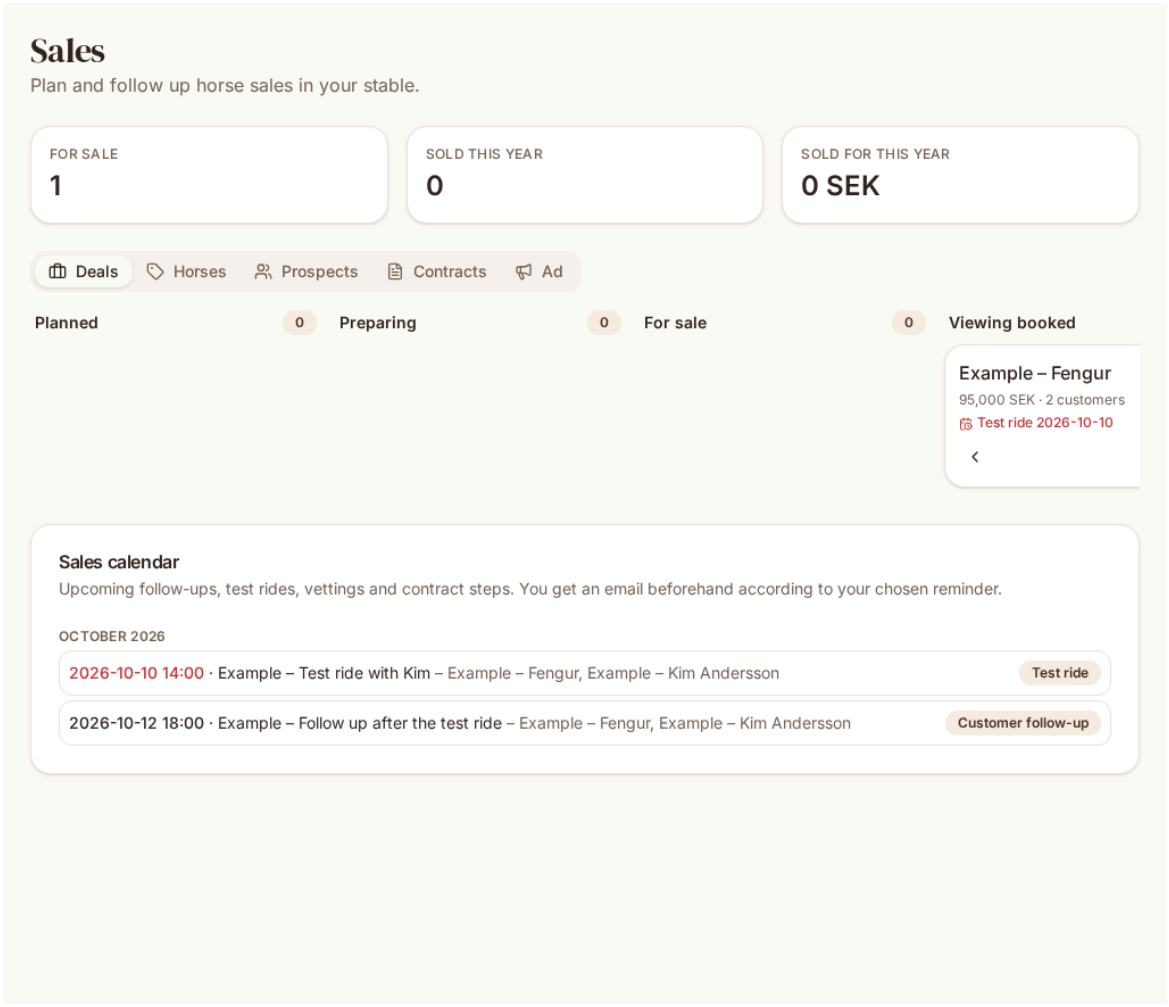
For you who sell Icelandic horses — plan and follow the whole deal, from first interest to closing.

You advertise wherever you like — Hestaplan is the planning tool behind it. Keep your sale horses, prospects, viewings and contract steps in one place, with reminders that make sure nothing slips.

- Every deal from interest to closing, step by step
- Sale horses with details and price
- Prospects and ready-made ad texts per sales channel
- Reminders for test rides, vettings and follow-ups

1. The overview that keeps track

The sales view shows how many horses are for sale, what has sold this year and what it brought. The deals follow a clear board from planned to sold, with linked clients, notes and the next step for every horse.



Example – Fengur: two prospects, a booked test ride and the next follow-up.

Screenshots use fictional, anonymised examples.

2. Ads in the right place

With the ad templates you quickly create a ready ad text per sale horse — tailored for Facebook groups, Hästnet, Horseland, Blocket or your own website. The horse's details already live in Hestaplan, so the text stays up to date throughout the sale. Follow-ups, test rides, vettings and contract steps go into the sales calendar with email reminders.

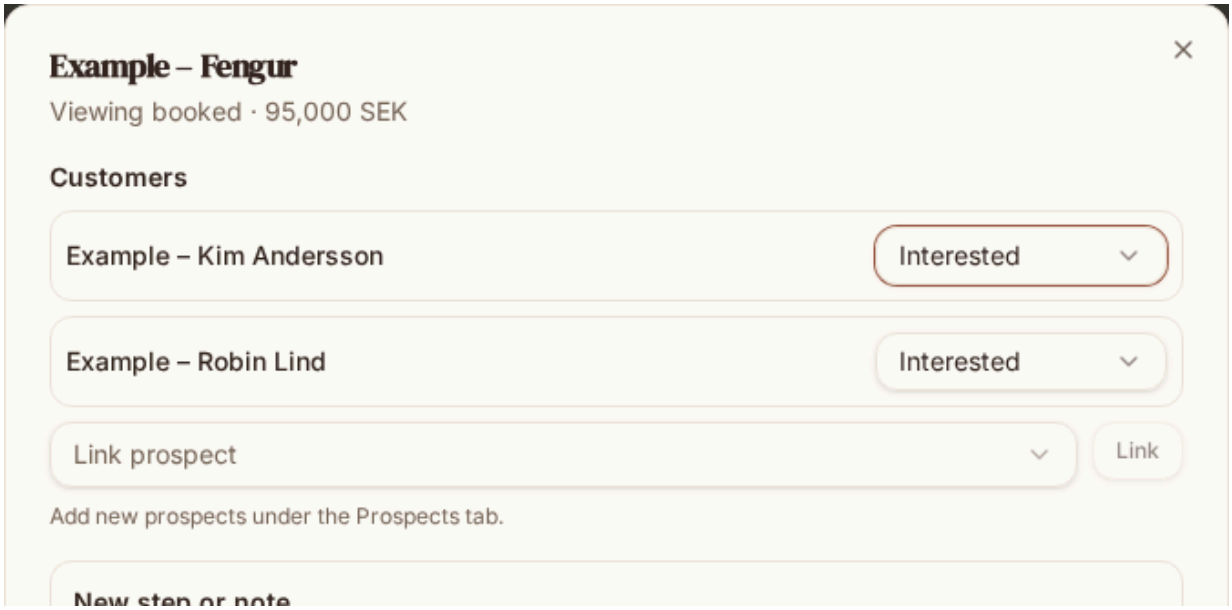
Getting started

Sales is added as an add-on to your stable. Set up the sale horse, link the prospects and let the reminders keep the order.

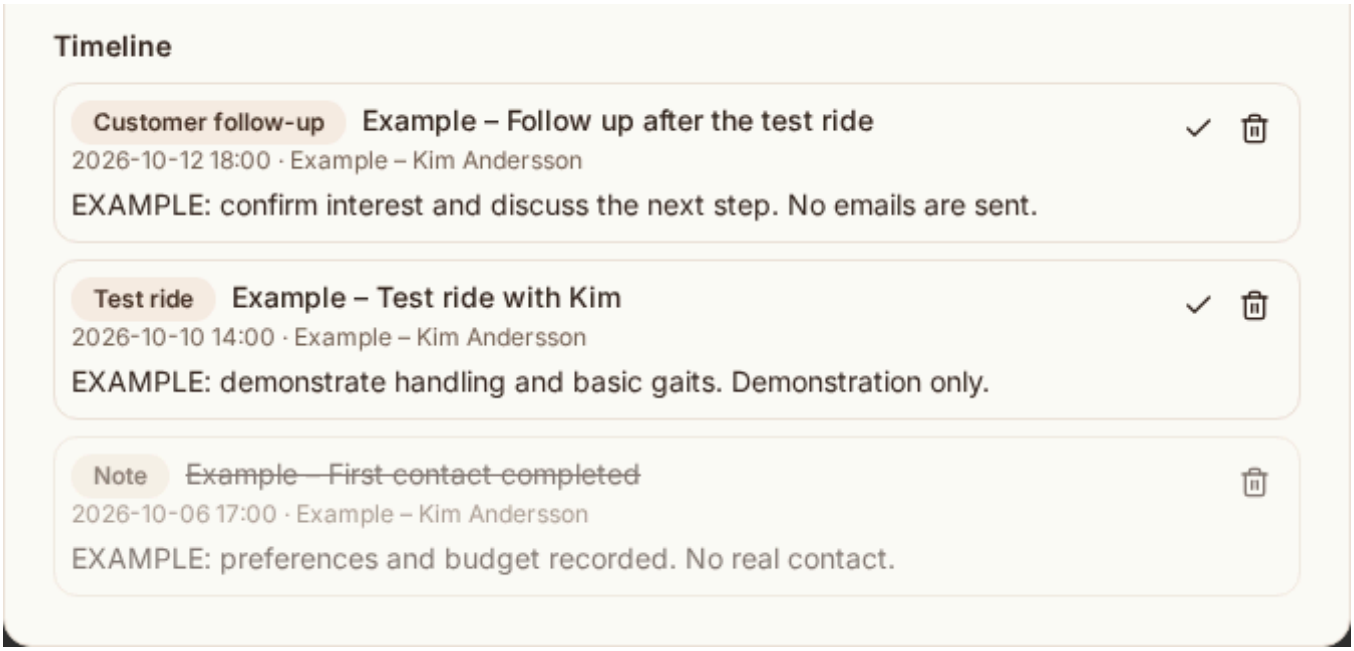
- Try it free for 14 days with no commitment — the sales add-on is SEK 79 (approx. €7) per month.
- Questions? Write to kontakt@hestaplan.com
- Get started at hestaplan.com

3. A concrete workflow

Example – Fengur has two linked prospects. First contact is complete, the test ride is booked and a follow-up is next. All names, prices and notes are fictional examples; no example emails are sent.



Next steps and history



Excerpts from the deal’s prospect list and timeline. The completed contact is marked as done. Add your own steps and notes as the deal progresses.