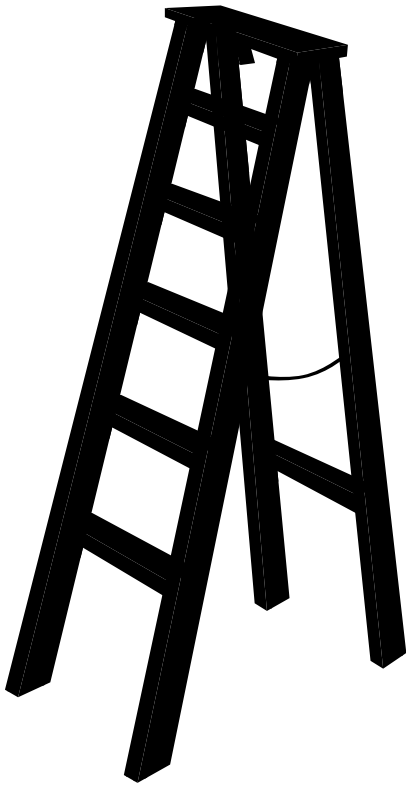


SALES GOALS



goal
`gōl

1 : the result or achievement toward which effort is directed;
aim; end

Bottom line... Sales

success is based on

dollars brought in.

When evaluating a

salesperson's value –

sales results are

primary. And results are

best achieved when

goals are formalized.



Bottom line... Sales success is based on dollars brought in.

There are certainly several additional organizational contributions a salesperson can (and should) make, but when evaluating a salesperson's value – **sales results** are primary. And results are best achieved when goals are formalized (no epiphany here).

So don't wing it. Don't allow yourself to say, "What happens happens. I'll just do the best I can." Don't listen to those who suggest goal planning is fluff – whether they're successful in sales or not. All else being equal, the sales professional who formally sets performance goals is the one to bet on. Leave permission-based failure to your competitors. You know formal goal setting is a good investment of your time, so make sure you get it done if you want to succeed.

If you've not had the opportunity to formally set your goals for the coming month/ quarter/ year, consider using

the goal setting worksheet below to help guide you on the points to which you should give thought. Because sales environments/ processes/ organizations can differ significantly, you may need to rework some of the points.

Use what you like and toss what you don't but make sure you do it (in writing) or you'll always be subject to your environment (a boat hoping the current will bring it safely into the harbor).

You do not have our permission to fail. Yes, you're human. But in our book that means you sell (and make the world go around).

SALES RESULTS

___ Income target – base salary = commission or bonus target

___ Commission or bonus target ÷ average commission or bonus earned per sale = annual unit sales target to reach income target

___ Annual unit sales target ÷ 12 months = monthly unit sales target

___ Annual unit sales target ÷ 50 weeks (assuming two-week vacation; adjust accordingly) = weekly unit sales target



SALES ACTIVITY

- ___ Average outbound calls per day/ week/ month (method typically used-phone, in person, etc.) to engage in an initial sales interview
- ___ Average number of initial sales interviews or demonstrations per day/ week/ month to find a highly qualified prospect where a contract or proposal will be developed and delivered
- ___ Average number of contracts or proposals delivered per day/ week/ month to close a deal

ACTIVITY/ RESULTS FORMULA

Given the activity averages and the results targets above...

- ___ Outbound call target per day/ week/ month
- ___ Outbound initial sales interview target per day/ week/ month
- ___ Outbound contracts or proposals delivered per day/ week/ month

PROFESSIONAL DEVELOPMENT

Describe your targeted future position or professional status:

Targeted time frame: _____



PROFESSIONAL DEVELOPMENT, continued

___ Targeted number of professional development classes or seminars to attend during month/ quarter/ year

___ Targeted number of professional development books/ audio/ video to complete during month/ quarter/ year

___ Targeted number of professional events to attend during month/ quarter/ year

___ Targeted number of comfort zone challenges for the month/ quarter/ year

List specific titles or names for targets above that are currently known:

_____	_____
_____	_____
_____	_____

ADDITIONAL ORGANIZATIONAL CONTRIBUTIONS

___ Targeted number of product or service ideas to be submitted during month/ quarter/ year

___ Targeted number of improvement suggestions to be submitted during month/ quarter/ year

___ Targeted number of company activities to participate in, outside the sales role during month/ quarter/ year
(e.g., training others, strategy sessions, writing an internal newsletter, etc.)

List specific ideas, suggestions, and activities for targets that are currently known:

_____	_____
_____	_____
_____	_____



SALES GOALS CHECKLIST



The people at the very top don't work just harder or even much harder than everyone else. They work much, much harder.



MALCOLM GLADWELL
CANADIAN JOURNALIST (1963-)

My sales results goals include...

- Commission or bonus target
- Annual, monthly, and weekly unit sales targets necessary to achieve commission or bonus target

Based on my results goals, my sales activity goals include...

- Outbound call target per day/ week/ month
- Outbound initial sales interview or demonstration target per day/ week/ month
- Outbound contracts or proposals delivered per day/ week/ month

My skills and development goals include...

- Targeted future position or professional status
- Time frame in which to achieve future position or professional status
- Targeted number of professional development events and resources (seminars, classes, books, networking events, etc.) to attend or complete per month/ quarter/ year
- I have written and internalized my professional mission statement

My goals for additional contributions include...

- Targeted number of product or service ideas to be submitted per month/ quarter/ year
- Targeted number of improvement suggestions to be submitted per month/ quarter/ year
- Targeted number of beyond-sales activities to participate in, within my company per month/ quarter/ year



**Start by doing what is necessary,
then do what is possible,
and suddenly you are
DOING THE IMPOSSIBLE.**

ST. FRANCIS OF ASSISI (1182-1226)
Italian friar, founder of the Franciscan order