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# Goalsetting that outlines objectives and then accomplishes them

## ■ 4 keys to staying the course with every one of your sales goals

Everyone feels renewed on the day they set goals for the upcoming quarter. They've got a plan and all signs lead to them achieving great things.

But as time marches on, salespeople have a way of watching goals fade into obscurity.

The key is to create a goalsetting system that works. And it's not that difficult to do, provided you employ these four steps:

### 1. Make each goal quantifiable.

It's simple to say, "I want to triple my sales this year," but how realistic is a goal like that? To make goals stick, salespeople need a breakdown of exactly how they plan to succeed. How many more cold calls will it require? How many presentations?

### 2. Execute on a daily basis.

Once goals are quantified, make a daily chart that includes the number of cold calls made, presentations

scheduled, sales closed, etc. It's the only way to chart your progress and adjust on a week-to-week basis.

### 3. Create a "To-Do List."

Successful salespeople know goals are more than words on paper.

Each week, they make a list of the top five things they need to adjust in order to achieve them. The following week, they replace the ones they've accomplished and continue to work on the others.

### 4. Create constant rewards along the way.

As a manager, it's your job to provide incentive. It may help to set up small bonuses for meeting benchmarks along the way. It's one way to achieve long-term goals by focusing on short-term ones.

*Source: "Goal Setting," by Colleen Francis, [www.salesresources.com/articles/article.cfm?ID=123](http://www.salesresources.com/articles/article.cfm?ID=123)*