

Sales goals for 2008...

Here's how to achieve them.

Wow – how quick is the new year coming up?

Have you been thinking about the following stuff yet?

- Where will you be one year from today...
- Where will your sales be...
- How will you get there... Have you achieved your goals for 2007? Are your goals established for 2008?
- Are they written down... If not, next year you'll likely be where you are today. Wishing you were someplace else, without the direction or drive to get there.

The classic definition of a goal is: a dream with a plan and a deadline.

The classic three reasons people don't achieve their goals are:

1. They fail to write them down and post them in plain view.
2. They fail to make a plan to achieve their goal.
3. They fail to commit, or don't live up to the commitments they make.

Sorry for sounding so negative ... all this fail fail fail stuff! But it's true.

All these reasons and most probably many others, should be pretty easy to overcome. Yet studies show that more than 70% of our adult society does not even set goals in writing. WHY IS THAT?

Just follow these easy steps to goal setting and you will ACHIEVE:

1. Identify it – Write your goal(s) down clearly. Write exactly what you want to achieve...in the most specific terms possible. Make it measurable by at least putting a number in it.
2. Date it – Put a date (and time limit) to start the goal and finish it. Unless you commit to a start and finish time, it really doesn't matter when you achieve it. By dating/time stamping it – your committed!
3. List the obstacles or road blocks you will have to overcome to achieve your goal. Identification of obstacles/road blocks will help you stay focused.
4. List the groups and people to contact who will work with you and help you achieve your goal. People will help you if you ask.
5. What skills and knowledge do you need to have to achieve your goal... Do you have them or do you need to acquire them... Make a plan to acquire or hire the knowledge or skills you need.
6. Make (and write down) an action plan for each goal. There's lots of forms and templates available to help you. The more specific and detailed your plan is, the more likely you are to achieve it.
7. List the benefits of achieving your goal. This answers why you are doing it? What's in it for you?
8. Create a reward/incentive for achieving your goals. Make sure it's worth the effort.
9. Take action – every single day. All you need is most probably 10 – 15 mins every day being focused on your main goal and before you know it – your achieving what you set out to achieve. Wouldn't that be great?

10. Use prompts around you to help remind you e.g. post it notes, diary, journal, butchers paper, etc etc.

Goal achievement is up to you... only you can achieve your goals. Give yourself positive self talk. Do what sports people do - self visualization and self determination – this is 80% of the achievement process.

Take your daily dose of goal setting medication... for without it you won't get better!

In sales your daily dose and smaller goals might be:

- Calls per day
- Average sales value
- Key relationships
- Territory management
- Referrals
- Networks
- Prospects

In sales it's all about Activity vs Performance. Wrong activity can only provide you with poor performance. So get out there and set some really really really strong goals for 2008.

Winners are GOAL SETTERS!