

Goals; More Than a Number

Here we are at year end. Time to review our “game films”, and see what plays worked... and which didn't. Of course, one objective to review is “**Sales Results**”, compared to whatever “goal” we set last year.

How much did we sell? What was the average commission, etc.

But what evaluation are you using to determine WHAT YOU DID?

Sales “RESULTS” are just that; **RESULTS**. The horse is out of the barn door! They are the outcome of a year of action and “doing”, and they don't lie. Was your plan and schedule of DOING, part of the goal?

This prediction is a year away! That's 365 days, 52 weeks, and heaven knows how many working hours away from now. The “results” will be determined, **THEN**.

But, all we get is TODAY, so what are you planning on doing in those work hours, that you can evaluate **NOW**?

It's like asking me, “Hey Phil. What are you going to weigh on December 31 next year?”. Being the competitive and optimistic guy I am, I will probably tell you a good number. Are you going to believe me? More importantly; will I **BELIEVE ME**?

Probably not until I tell you HOW I am going to do it; *hit the gym three days a week, then ride my bike 25 miles two days and maybe one day on the weekend. Also, cut my carbs and fats in half.*

Then I hand you the schedule of these behaviors, which we are both going to monitor to be sure I am executing. Now, we have a credible goal to count on.

Include in this year's goals, the proven actions and behaviors that open and develop prospects. If not, have you replaced this with “luck”, and “hope”? Both, very dangerous strategies indeed.

Your goal, attached to the **behaviors and actions** you can measure, becomes a goal YOU will believe, which EMPOWERS you to get it done.

You know as well as I do that when we focus and execute of the right actions, like making your calls, asking politely for referrals, and following up religiously with Prospects just getting to know you, your sales RESULTS will take care of themselves.

Set the annual sales volume you need, as well as the average commission per account to give you the number of accounts to write, and a Target Market you are going to pursue, you are almost there.

Pick two Marketing activities, in ADDITION to using the phone, like joining an Association supporting your market, or doing polite “walk-in” introductions to prospects, or running your Accelerated Producer Intensive referral script. Set the standards for the number of **these activities** per units of time (per day, per week, etc.) and have a method to keep track.

If you have ANY problems with this part.....CALL ME!

Grab an accountability partner, your sales manager (or your coach), give them this information and ask them to monitor your actions WITH you, regularly! Stick to your action plan religiously, and watch what happens to your results!

We plan what we want to happen, and “measure what matters”. Our goal-setting transforms into “intensions” which makes us powerful indeed!

Have a great new sales year, and don't be afraid to plan bigger than “you are”, because you just may surprise yourself because you DID WHAT IT TOOK!

Good Hunting!

Phil Beakes

