



What is an Effective Business Development Plan for Greater Outcomes? (7-2) Managing and Selling with Objectives

A lot of people set their sales goals, plan their sales goals, and start their selling path only to forget about what they planned.

It is one thing to know where you are going, but if you do not apply your selling goals and objectives every week for your entire sales goal period, you will never arrive at your completed goals.

Whether you like selling or not, we all spend most of our time when we are with friends, family, relatives, and the business world selling. We sell best when we believe in what we are selling (**promoting is a better word**). It is in your best benefit to know the process, understand how to plan your objectives and goals, and know what a successful sales professional applies in their life.

The information in this section will help you, your client, any team member, and any successful in business.

First Step: Business Development Success – Know Where You are Going!

There is an old saying that “if you do not know where you are going, it does not make any difference what route you take; but if you have a destination, each move that you make will either take you closer or farther from your destination.”

By defining your sales objectives, you will be able to work smarter, you will be able to focus better, and you will be able to accomplish your objective with your sales, your team, and your overall defined business plan.

The quote below says it best about how important setting your goals, objectives, sales plan, and business plan are.

“... Each moment of the day, I make decisions about which activities I am going to work on and complete, and that these decisions, many of which I have given almost no thought to, ultimately determine what I do with my life and the level of success I can achieve.”

Below are several tangible steps that will help you achieve whatever objectives you decide upon.



Define Your Goals

Set goals that help you prioritize your selling activities (marketing, prospecting, promoting, and recruiting) that helps you make better use of your time (this will also help you at the psychological level).

Before you commit yourself to attain your goals, you should evaluate whether your goal is achievable and challenging. Goals that cannot be achieved will not motivate you – goals that are not challenging will not motivate you to improve your productivity.

Some Common Business Goal Examples

Sales Volume

\$1 million in sales for the year.

Market Share

Achieve 5% market in my territory.

Profitability

Earn \$ 200,000 this year from my production.

Number of clients

Enroll 20 new clients this year.

Size of clients

Enroll 5 companies with sales of more than \$50 Million.

Rewards Implementation

Rewards implementation is important so that you will be motivated to achieve the goals and objectives for you, your sales and/or your team sales.

Write and Document Your Plan

As you outline your action plan and write down your goals, this mentally commits you to attain your objectives, and affirms your belief and commitment in being able to achieve your goals and objectives.

With your goals and objectives in written format you will be able to stay focused, make necessary changes in your plan to stay on target, and you will be able to communicate with any collaborators (ISC's) that participate in your plan.



Track Your Results

Think about and find someone you can meet with on a regular basis to review where you are with your plan, your goals, your financial goals, and your sales goals.

These meetings will help you review your action plan and make any necessary adjustments in the plan itself. The importance of this is to review your progress enough to take corrective action if some of your key goals are not being met.

Corporate provides special calls for you as you need to review your activity and need an outside view looking in.

ATS also provides special calls via our appointment setting company partners.

Determine Your Completion Dates

As you define and give your goals and objective completion dates an opportunity to evaluate your conviction that you can achieve your key results by a specific date and to evaluate the relative priorities of different tasks takes place.

Examples Dates

- Start with a yearly goal.
- How much do you want to sell (yearly revenue).
- How many sales you and/or your team will do.
- How much money do you want to earn and what it takes to earn this?
- What markets you will focus on (businesses – small, medium, large; clients; ISC's – building an organization and/or sales team), how many hours per week you will work, and things of this nature.

Developing a Monthly Goal

This monthly goal will outline a benchmark of where you should be in the process from a number's standpoint.

For Example

If you are building an organization of people and/or a sales team – the first month, I will recruit 1 or 2 referrers and obtain two clients: the second month.... And so forth. Or, if you want to focus on selling clients, your goal may be to enroll (sell) twelve companies that have a gross



dollar amount of more than \$50-100 Million per year. Your monthly goal would be to enroll in one company per month.

From your monthly goal, weekly goals are set and implemented. Then, weekly goals are broken down into daily goals. These daily goals will include steps, objectives, tasks, and other components so that you can accomplish your yearly goal.

You will review your daily actions of what you are doing, what you did for that day, and what you need to do differently for that day and the next day to stay on track.

Special Note

The key to creating an effective action plan is to evaluate each activity that you are involved with, and then prioritize the activities that you want to focus on to help you achieve your key results.

Budget Your Resources (Time, Team, and Finances)

After you have created your action plan, you will need to allocate the resources you are going to use to accomplish your activities.

This section is self-explanatory (you have what you must work with). Keep in mind, which most of the wealthiest and most successful people started with little. In other words, they did not come from a wealthy family.

The most creative plans and success stories have come from those with few resources. Many times, the most valuable and profitable resource is your creativity.

Define Your Key Results

After you have defined your goals or objectives, you should define your performance criteria, or key results, that you will use as milestones to help you define progress toward achieving your goal.

An example of this would be: Close two new accounts per month; or Make 30 phone calls each day; or leave out one hundred brochures per day; or go on one appointment each day set through our appointment partner; or...



Evaluate Your Strengths and Weaknesses

Evaluating your strengths and weaknesses is often the most difficult phase of the goal-setting process, because in many situations you do not have enough information to be certain that your analysis is complete or accurate.

As you are working on your plan and objectives and reviewing your daily and weekly activities, you can change the tasks and steps area to get closer to your goals.

Determine Your Course of Action

At this point, you should be ready to develop an action plan that describes how you will achieve your objectives.

The key to creating an effective action plan is to evaluate each activity that you are involved with, and then to prioritize the activities that you want to focus on to help you achieve your key results.

Make Room for Daily Growth Time

Take time daily to realign and lift you up. Like a car that needs fuel, you will need to be encouraged, focused, energized, and realigned.

Daily Growth Examples

- Daily reading.
- Listening to inspirational stories.
- Taking daily notes.
- Journal.
- A time of quietness.
- Live calls that are educational, motivational, and inspirational.
- Work with ATS Corporate to help you stay on track.
- Etc.

In summary, the ten steps to improving your productivity with examples are listed below:

Define Your Goals

Example: Earn \$ 200,000 per year – Spend more time with my family (work less) – work from where I want to work...



Rewards Implementation

Example: From attaining my monthly goals, objectives, and sales results – I will have a celebration dinner with my team – At the end of the year, I will take my family on a 1-week cruise vacation...

Write and Document Your Plan

Example: My plan is written down – blocks of time are scheduled for the activities that will help me achieve my goals...

Track Your Results

Example: I will track my daily progress and actions, and I will check in with my team leader (someone who you can be accountable to) on a weekly basis...

Determine Your Completion Dates

Example: I will reach my sales, goals, and objectives by _____ (the date you have defined and written down) ...

Budget Your Resources (Time, Team, and Finances)

Example: I will spend 30% of my time prospecting, recruiting, and selling – I will spend 10% of my time training, supporting, encouraging, and communicating with my team and/or clients – I will spend 40% of my time working on procurement projects – I will spend the remaining 10% of my time developing myself – I will spend 10% of my time on administration ...

Define Your Key Results

Example: I will close two new businesses every month – I will recruit two new ISC's per month (if you are building a team) – I will help every single person in my team for total success by calling them, encouraging them, emailing them, etc.

Evaluate Your Strengths and Weaknesses

Example: I have a lot of sales experiences, but I have never developed an organization and/or a team – Or, I have no sales experience, but I know people will buy this because of my passionate ability – Or, I know a lot of people, but I have never been in business before – Or, I know procurement, but do not know the sales process.



Determine Your Course of Action

Example: I will follow my written daily, weekly, and monthly plan – call corporate accounts, utilize the Training, get on training calls, ask questions, read about sales and marketing, build a team with those I know and with leads, etc....

What is Your Plan, What are You Going to Do, and What are You Going to Make Happen?!

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30+ years growing people, procurement, and projects!