

Goal Setting

The start of a new year is the perfect time to set yourself goals and targets for the upcoming twelve months.

In sales, focus is key and making a commitment to achieve your goals rather than seeing what comes along will go a fair way to helping you boost what you bring in.

Take five minutes to go through the calendar and put a figure or two at the end of each month. These should be targets based around what you hope/expect to achieve each month (or week or quarter, whichever suits your business best) throughout the year. The numbers can be the number of appointments you are looking to get booked, the number of sales, the number of new customers, the amount of revenue you bring into the company or a combination of these.

Making these commitments at an early stage will stop you becoming content with a smaller number of sales by keeping your eyes on the goal and keeping you motivated.

If you are still building your business or yourself as a salesperson you may wish to take this opportunity to build up the number of sales throughout the year. However, I would advise that building up your client base and improving your closure rates etc can take time so don't be over ambitious with your targets for growth. Most managers will be happy that you are improving month on month so laying out a steady target for growth in your sales such as, January 20 appointments, February 22 appointments, March 24 appointments and so on, should suffice. This might not appear like much at first glance but it represents a 10% month on month improvement, which should please any boss and by the end of the year you could easily have doubled your monthly target from what it began at in January.

Being ahead – If you get ahead of your target during the month or year, do not let yourself relax, sales can be like buses, you never know when the next one might turned up whether its expected or not! If you find that you consistently meet your targets, look to the next quarter and think about adding another 10-20% in order to keep pushing yourself forward.

Being behind – If you see yourself falling behind in a particular month, worry not, the next sale might be right around the corner. If your targets are revenue based, one big deal can make all the difference. If you find that you have not achieved your targets for a few months, set yourself a safety net target (what you need to achieve) and a goal (what you would like to achieve). You will find that you will then fall into this area and subsequently feel more confident about pushing forward.

Do discuss your targets with your line manager, though ultimately they will be more effective if you choose them and feel confident that with focus and elbow grease you can achieve them.