

Module Eight:

Bringing it All Together

Worksheet:
❖ Achieving Targets

Achieving Your Sales Targets

Achieving sales targets requires a certain amount of discipline and focus. Often when we're busy with clients and developing our businesses, the weeks pass. Soon the weeks are passing by and we've lost focus of our sales results and no longer know if we're on target to hit our income and financial goals.

Taking time up front to plan in the diary when you are going to review activities and track your results is important. You'll want to schedule a regular time to input and assess the data, plus work out a plan for how you will respond when the data isn't showing the results it should be.

At what point during the week will you calculate your results and add them to your spread sheet?

At what time will you focus each week on booking sales appointments?

Is there a particular time of day, week or month that is best for holding sales calls?

What are the key indicators on your spreadsheet that will let you know you're off track? If you see that you are, what will you do about it?

What campaign(s) could you run in the next quarter to attract the number of leads you require?

How will you celebrate?