

Module Eight:

Bringing It All Together

Worksheet:
❖ Sales Targets

Setting Your Sales Targets

Making sure you cover your business overheads (including your salary) and staying on track to meet your annual goals is important. When we get busy working with clients it can be easy to take our eyes off the ball and shy away from sales. However, with a good foundation behind us, and a strong focus, we should be able to balance everything easily.

The key is to follow the 70:10:2 rule.

However, we need to be realistic about our own timeframe when applying this rule.

Based on the hours you invest in your business, your capacity to deliver and your financial needs, how will you apply this rule? Quarterly, Monthly, Fortnightly, Weekly?

Identify the column that represents the time frame you wish to work within and enter 70:10:2 in the appropriate cells

	Annually	Quarterly	Monthly	Fortnight	Weekly
Leads					
Appointments					
Weekly					
Income					

Working with those numbers, work out the targets for each time frame and place in the appropriate column.

Based on achieving 2 sales of your core product, what will your monthly income be? Is this in line with your earning goals? If not re-evaluate either your time frame or your pricing.