

The Sales Goals

Bottom line... sales success is based on dollars ultimately generated. There are certainly several additional organizational contributions that the salesperson can (and should) make, but when evaluating a salesperson's value... sales results are primary... and results are best achieved when goals are formalized (no epiphany here). So, commit now, to winging it no longer. Don't allow yourself to say, "What happens... happens. I'll just do the best I can." Don't listen to those who suggest goal planning is "fluff"-- whether they're successful in sales or not. All else being equal, the sales professional who formally sets performance goals is the one to bet on. Leave permission-based failure to your competitors. You know formal goal setting is a good investment of your time, so make sure you get it done if you want to succeed.

If you've not had the opportunity to formally set your goals for the coming month, quarter or year, consider using the goal setting worksheet below to help you. Because sales environments, processes and organizations can differ significantly, you may need to rework some of the points. No problem. Use what you like and toss what you don't but make sure you do it (in writing) or you'll always be subject to your environment (a boat hoping the current will bring it safely into the harbor).

You do not have our permission to fail. Yes, you're human, but in our book that means you sell... go to work.

Results

income target
less base salary

--equals commission/ bonus target
commission/ bonus target
divided by the average commission/ bonus earned per sale

--annual unit sales target to reach income target
annual unit sales target
divided by 12 months

--equals monthly unit sales target
annual unit sales target
divided by 50 weeks (assuming two week vacation-adjust accordingly)

--equals weekly unit sales target

Activity

average outbound calls per [day, week, month] (method typically used-phone, in person, etc.)
to engage in an initial sales interview
average number of initial sales interviews or demonstrations per [day, week, month] to find a
highly qualified prospect where a contract or proposal will be developed and delivered
average number of contracts or proposals delivered per [day, week, month, quarter] to close a
deal

Activity/ results formula

(given the activity averages and the results targets above)

outbound call target per [day, week, month]
outbound initial sales interview target per [day, week, month]
outbound contracts or proposals delivered per [day, week, month]

Development

targeted future position or professional status
targeted time frame
targeted number of professional development classes or seminars to attend during [month,
quarter, year]
targeted number of professional development books/ audio tapes/ video tapes to complete
during [month, quarter, year]
targeted number of professional events to attend during [month, quarter, year]
targeted number of comfort zone challenges for the [month, quarter, year]
list specific titles or names for targets above that are currently known

Additional organizational contributions

targeted number of product or service ideas to be submitted during [month, quarter, year]
targeted number of improvement suggestions to be submitted during [month, quarter, year]
targeted number of company activities to participate in, outside the sales role during [month,
quarter, year] (e.g., training others, strategy sessions, writing an internal newsletter, etc.)
list specific ideas, suggestions and activities for targets that are currently known

Professional mission statement

Professional mission statement for [month, quarter, year]

