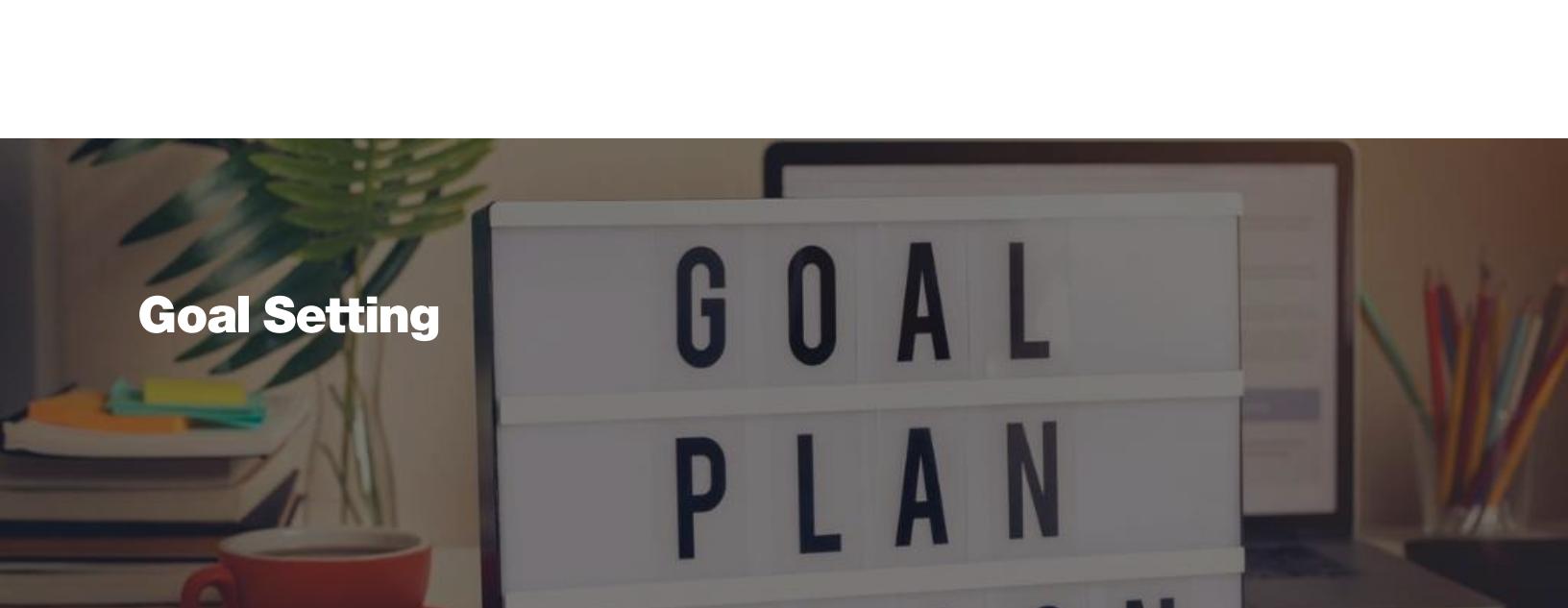


Goal Setting



GOAL
PLAN



Sales are getting harder and only the very best will succeed. In order to perform better, you must start with goal setting.

[Click the first lesson below or Start above to begin.](#)

 INTRODUCTION

 WHY DO WE NEED GOALS?

 DESIRE AND COMMITMENT

 VISION AND GOALS

 HOW TO SET GOALS AND STOP GAPS

 BIG GOALS? BIG GAPS.

 SUMMARY

INTRODUCTION

A goal that isn't written is just a thought; a goal without action is just a written dream that soon vanishes.

Goal setting may seem like a simple task, but time after time, sales organizations and sellers themselves get it wrong. Understanding the fundamentals of goals, how to choose, plan and track them, will help you sell more.

In this course, you'll learn:

- Why goals are necessary
- How commitment and desire play a role in achieving goals
- How to set goals



How to plan to accomplish goals

CONTINUE

WHY DO WE NEED GOALS?

What does goal setting have to do with closing more deals in the first place?

Sales have been getting harder for the past two decades, and it won't get easier for the foreseeable future. In an environment where only the best sellers are needed, making and meeting good goals are a way to help set yourself apart.

MOTIVATION

Tamara is self-motivated and has written out her own personal goals.

Todd keeps his eye on the goals his manager has set for him and for the team.

DRIVE

Tamara has made a plan to meet her own goals and works every day to ensure she's on track to meet them.

Todd knows how much is in his pipeline. It's enough to meet the goals his manager set for him.

OWNERSHIP

Tamara takes responsibility when she misses goals and sub-goals and strategizes ways to improve.

Todd acknowledges he might be able to do better when he misses a goal, but he doesn't beat himself up too much.

ACCOUNTABILITY

Tamara seeks out the obstacles in the way of the goals she set.

Todd seeks out the reasons why he missed his goal after the fact.

Who do you think is the better seller?

Tamara, of course. Sorry, Todd.

One huge assessment of the personalities and habits of more than 2 million salespeople confirms what you read above. Top-tier sellers:

- Were more likely to write out their own personal goals
- Were more likely to create their own plan to reach their goals
- Showed greater prospect-hunting ability
- Were more likely to take responsibility for failed goals

Goal-oriented reps produce 33% greater annual revenue.



Complete the content above before moving on.

DESIRE AND COMMITMENT

Goals are important, but let's face it: every sales organization has them. What's happening beyond the number and the date that causes so many to get it so wrong? The main reason goals fail has to do with desire and commitment.

Desire.

An important part of being able to meet a goal is simply the desire to do it. That may sound really simple, but desire is a complex element of what makes a great sales rep. All behavioral change starts with desire, only when it comes from within. Therefore, desire is a necessary component of any sales rep that has the potential for growth. Without it, the bar is lowered.

Despite the personal, intrinsic nature of desire, there is actually a really easy way to increase it: goal setting. If you're experiencing a lack of desire, is it because:

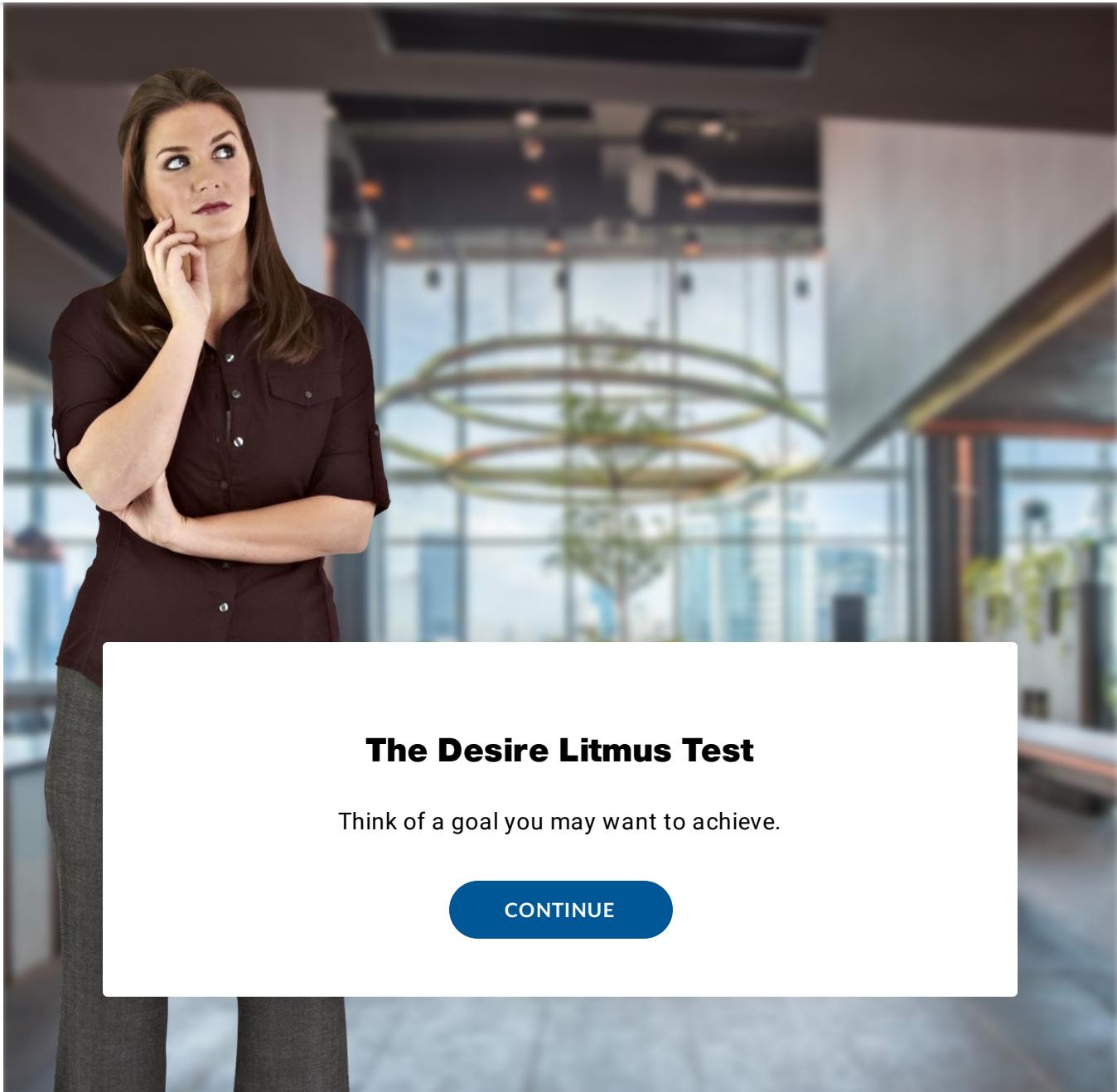
- The goals you've been given aren't providing enough motivation?

- You're already happy with your performance, having met the goals given to you?



You think the goals you've been given are unreasonable?

Each of these possibilities exist only when you haven't set your own goals, when your only goals have been given to you. Setting your own goals is the most effective way to increase your personal desire. Goals that are set for you will never be as motivating as the goals you set for yourself.



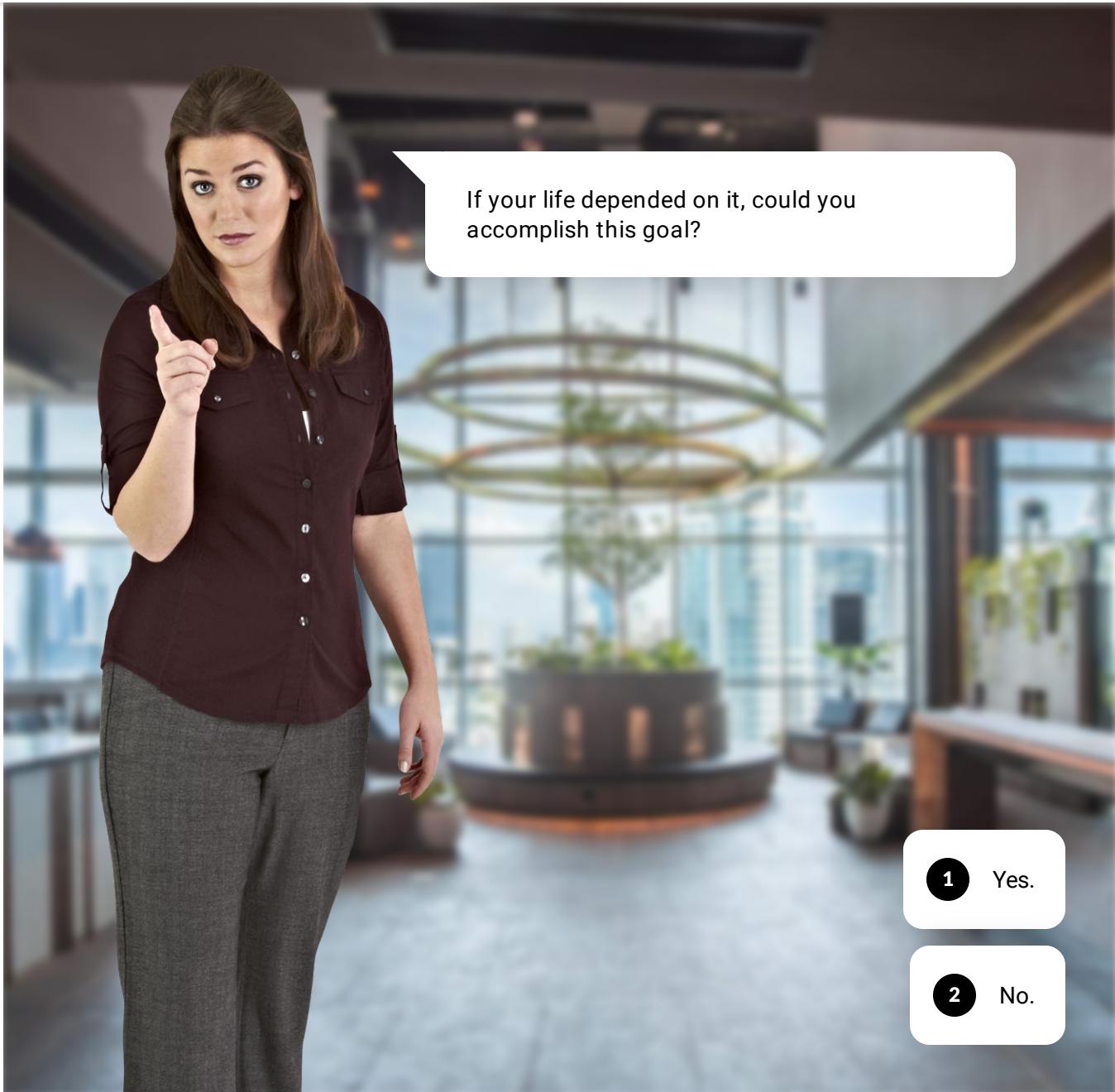
The Desire Litmus Test

Think of a goal you may want to achieve.

[CONTINUE](#)

Scene 1 Slide 1

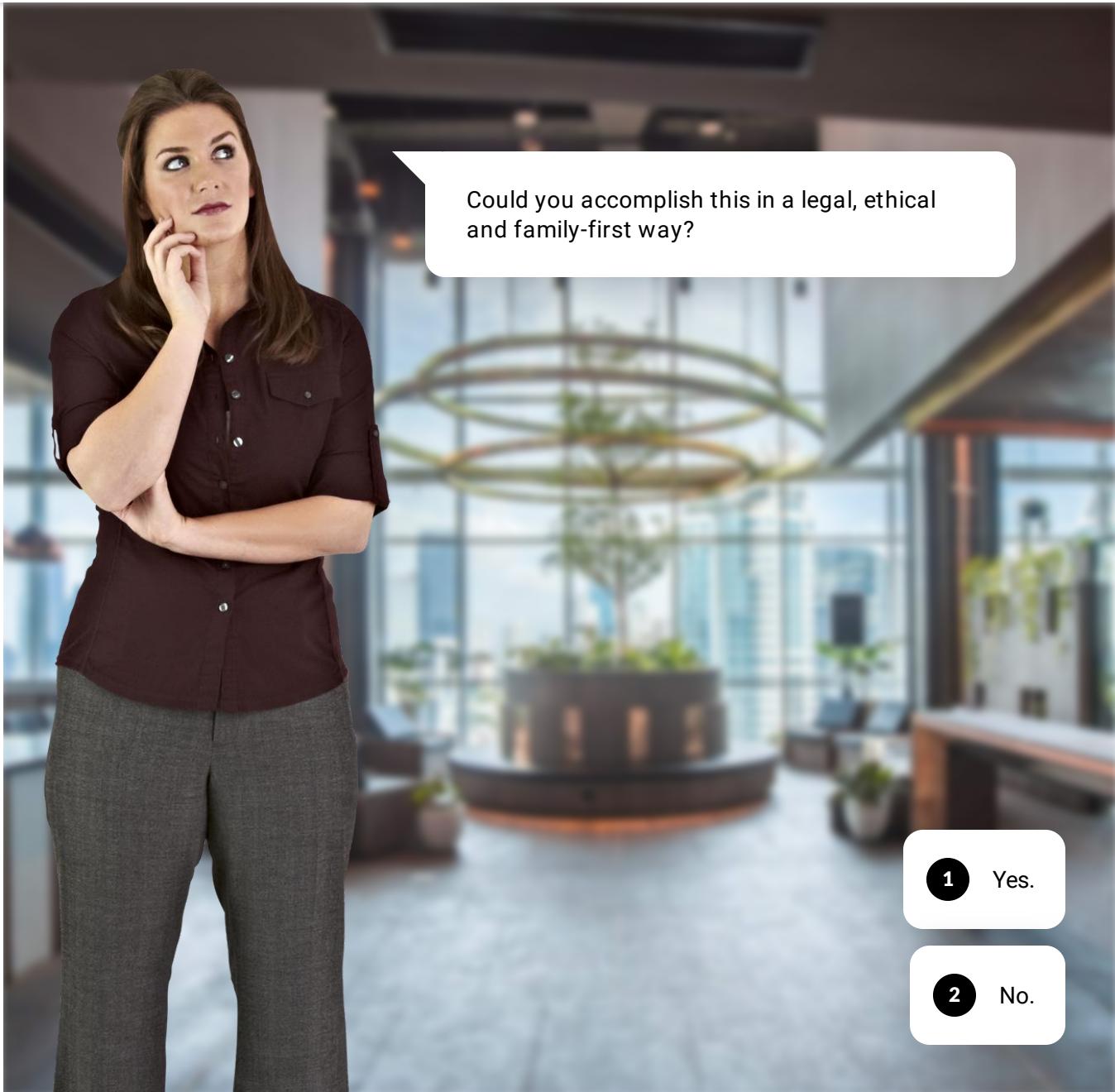
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Scene 1 Slide 2

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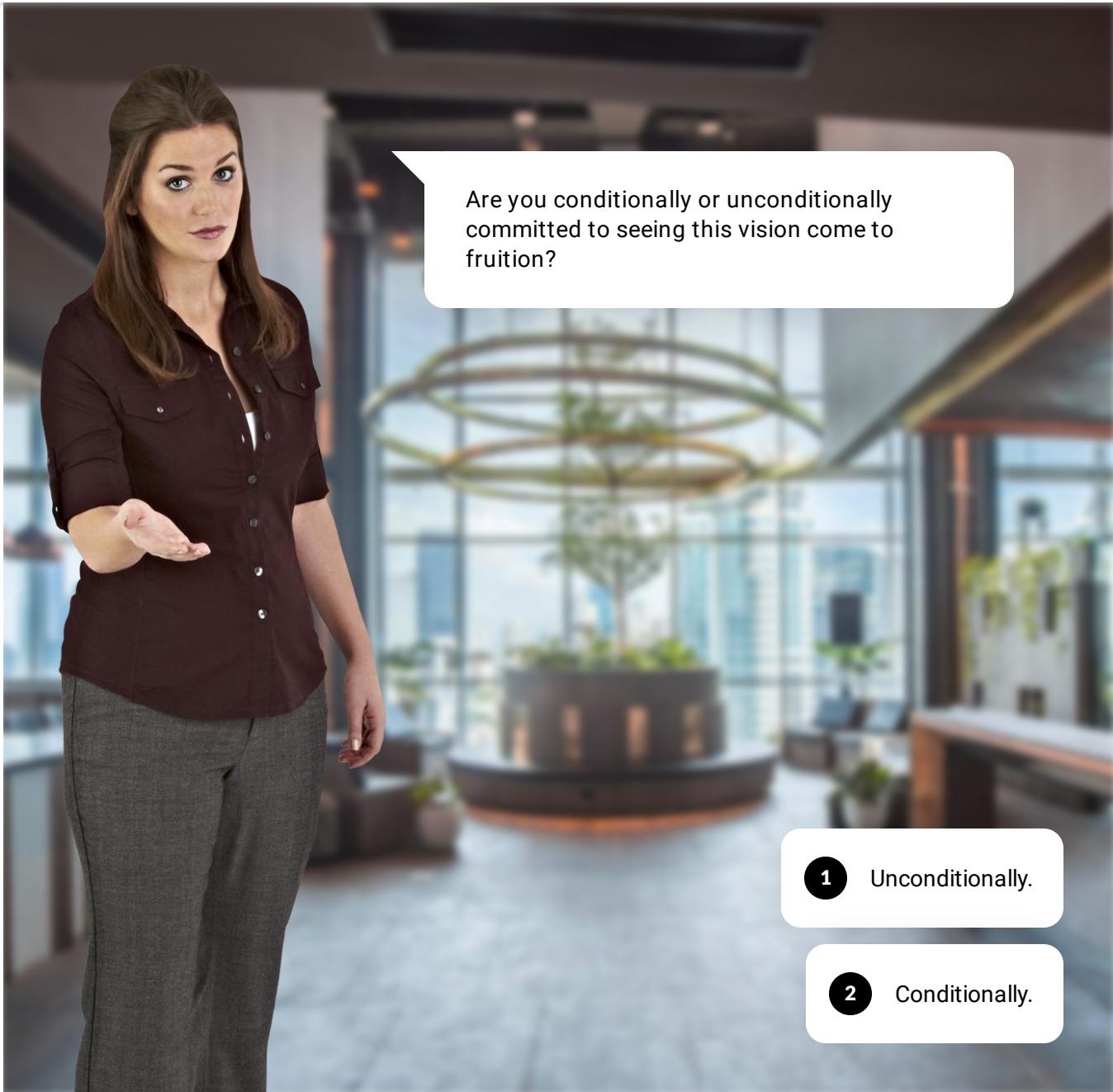
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Scene 1 Slide 3

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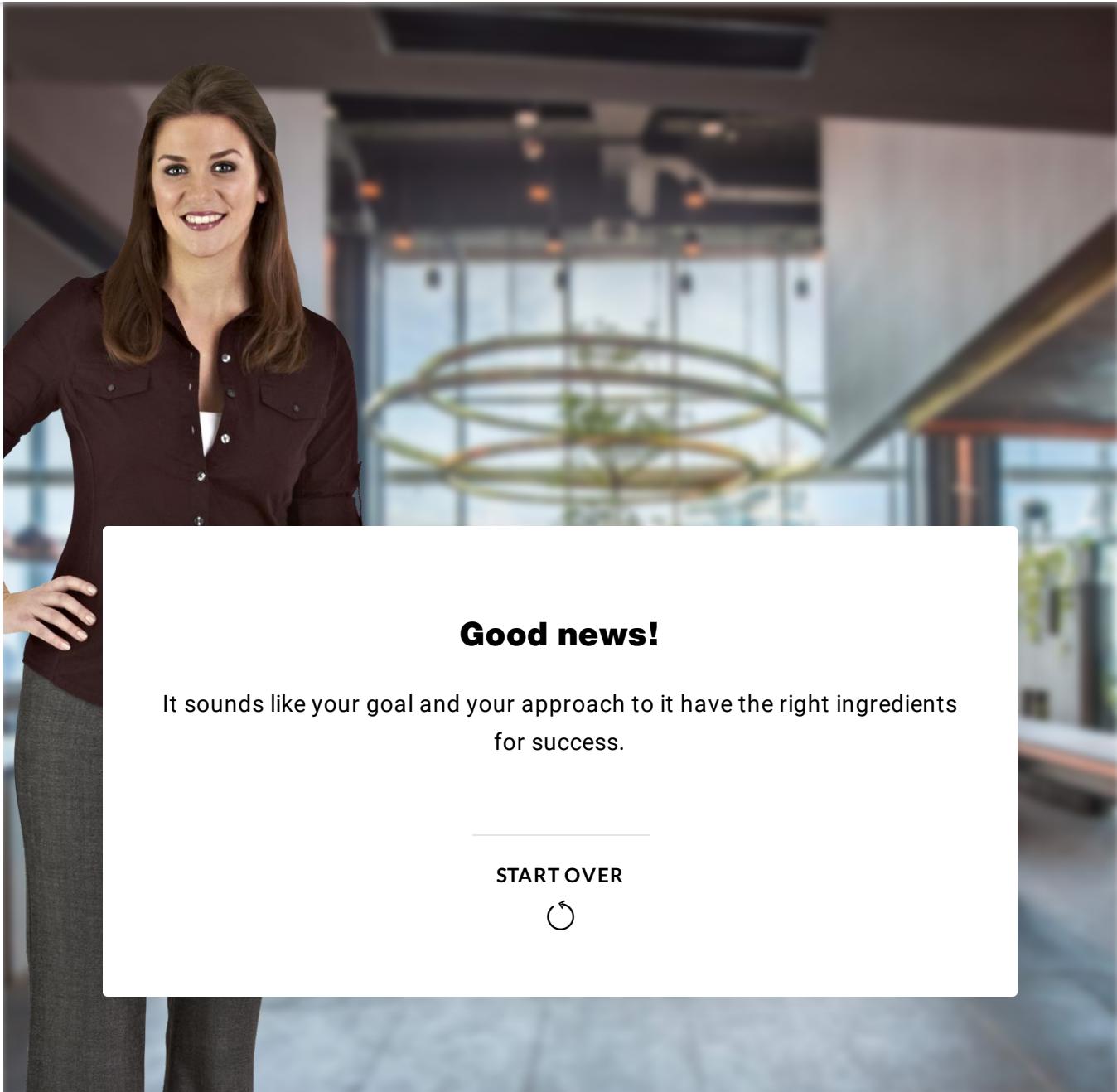
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Scene 1 Slide 4

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Scene 1 Slide 5

Continue → End of Scenario

Commitment

The other half of the goal-beating equation is commitment; doing whatever it takes to succeed.

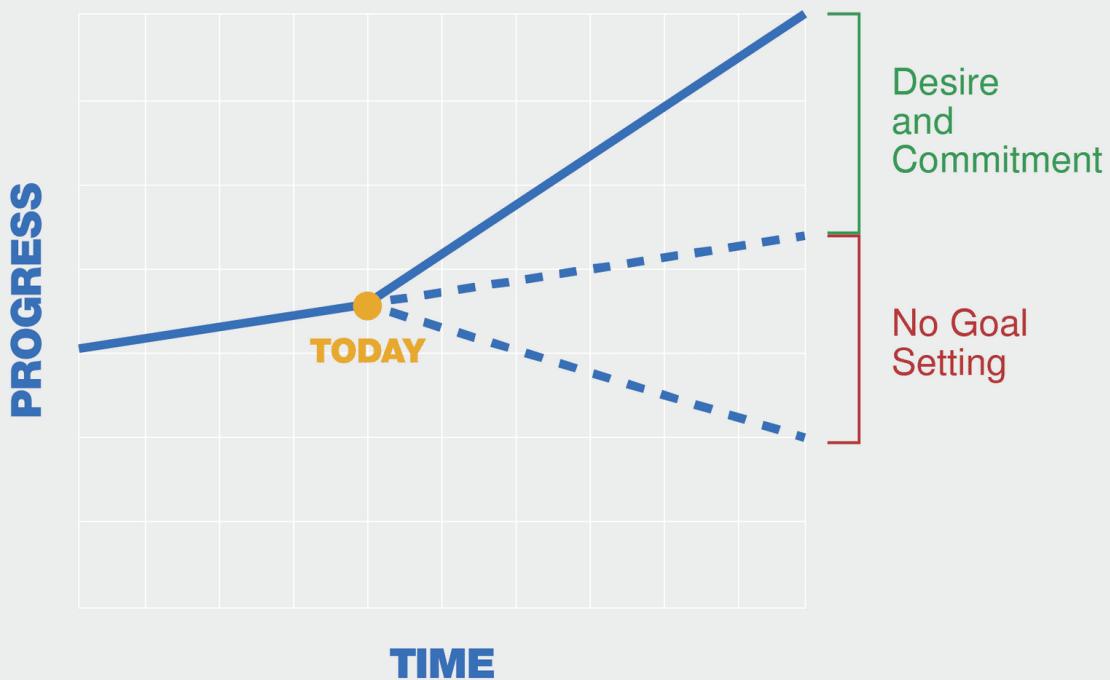
Here's an open secret: Everyone will tell you they're committed, and they may all be right! There are, however, different types of commitment, and not all are equal.

- Conditional Commitment: Doing whatever you can as long as it doesn't require a certain threshold of effort.
- Unconditional Commitment: Doing whatever it takes, no matter how much it takes.
- Unconscious Commitment: Stubborn to adapt to different ways of thinking or working in order to achieve the vision. Delusional.

When salespeople don't realize that they lack commitment, they're usually operating under **conditional commitment** in that they think they're doing everything they can, or **unconscious commitment** in that they can't adapt to new or different ways.

Unconditional commitment requires adapting to overcome challenges, and it's the most successful type of commitment.

FUTURE GROWTH POTENTIAL



Complete the content above before moving on.

VISION AND GOALS

Use vision to drive your desire and commitment by making your goal more tangible.

Visions are emotional and inspiring. They're a great way to help you increase your desire and commitment. For example, if your goal is to make an extra \$100,000 in commissions next year, it doesn't provide the same motivation as thinking about the vacation house or car you'll buy with that extra commission. This is because the Primitive Brain connects more easily to visions than it does to goals.

Unfortunately, a lot of sales reps allow visions to be substitutes for their own personal goals. Wanting that vacation house or car isn't a goal.

Goals are stronger when they're attached to a vision. Visions alone aren't goals.

GOALS

- Increase first appointments by 10% by the end of next quarter
- Earn \$40,000 more next year

- Beat quota every single month for a year
- Shorten the sale by one week by the end of the year



VISION

- Have more conversations with CEOs by next quarter
- Trade in the C-Class for the E-Class
- Be the top performing salesperson
- Spend less time working nights and weekends



Complete the content above before moving on.

HOW TO SET GOALS AND STOP GAPS

Let's be smart about this.

If you thought "We got this far and I haven't seen anything about SMART goals yet," that ends now.

If you need a refresher, follow the acronym to make sure you're setting good goals.

They should be (check each box to advance):



Specific.



Measurable.



Attainable.



Relevant.



Time-bound.

If SMART goals are new to you, and you want to take a deeper dive, [this PDF from the University of California](#) is a good resource.

Yes, SMART goals work and yes, you should make sure you hit all the points in the acronym. It's what you do after you've made your SMART goal, though, that makes all the difference.

My goal is set. It's written and it's SMART. Now what?

The next crucial step to actually achieving your goal is to identify the strategies you will need to make the right kind of progress toward it.

An easy, productive way to make a good plan is to ask yourself the following question:

What are the ten reasons why I won't achieve this?

Write down the answers. You now have ten (or whatever number you found) gaps in your plan, and each needs to be addressed. One of the main reasons goal setting doesn't work is that we stop short of finding the gaps in our goals. These are obstacles, reasons why we'll fail, and you've given yourself a number of smaller, sub-goals to achieve.



Complete the content above before moving on.

BIG GOALS? BIG GAPS.

So, you've set a big, big goal. Now what?

Take a look at your list of gaps. Today, these are obstacles, things in the way of you achieving what you want and deserve to achieve. Now look at the date on your goal. That's the moment those obstacles will turn into excuses, unless you manage them well.

Keep exploring your goal. The bigger it is, the more gaps you have to cover, and each of those has its own gaps, too. Really big goals need to be approached like a tree, where each gap produces smaller ones, that need their own strategies to address. Looking at it in reverse, tasks need to be identified that advance needs that you'll have to accomplish your larger goal.

This works for both people and organizations. Let's take a look at an example:

Set a Big Goal and Attack the Gaps



Tamara has been thinking about the future. Her young children are growing, fast. Her vision is more time with her family, and a legacy. She sees a vacation home.

The kinds of places she wants are all about \$300k, so she'll need to create \$450k in new, pre-tax income to pay for it. She wants to accomplish this in five years, by the time her oldest is ten. That means \$80k/yr in new income, a 40% increase.

It's a big goal. Now what's in the way?

Part 1

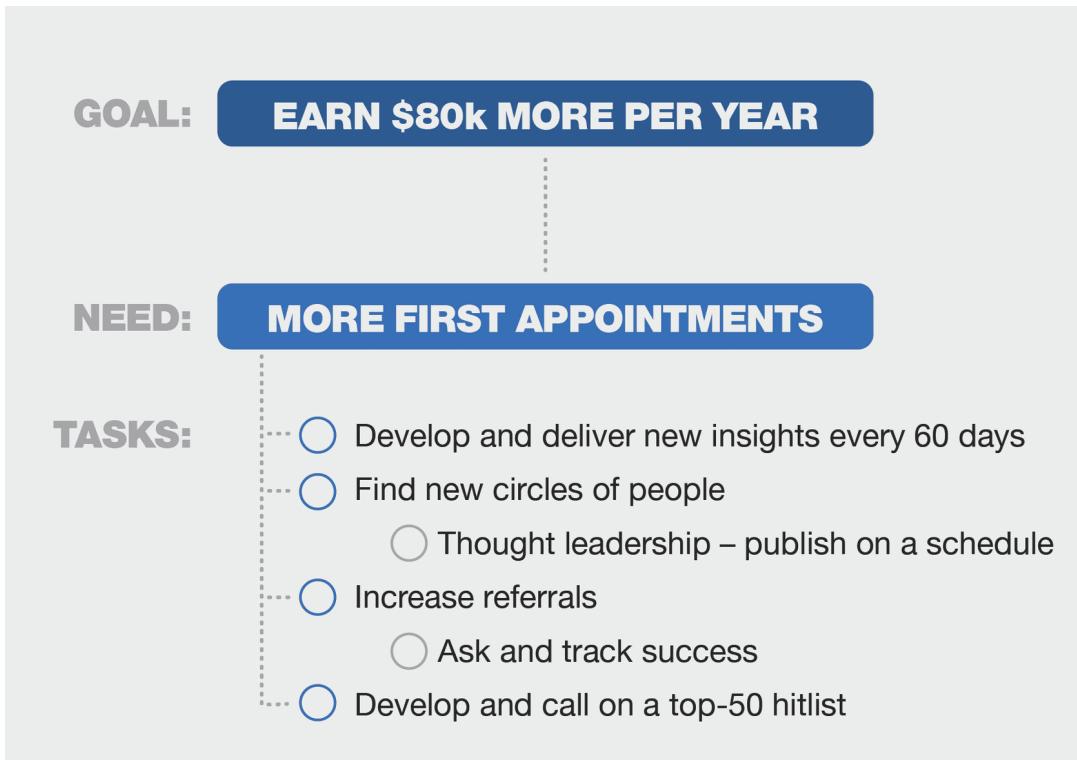
First Gaps



Tamara makes a list of the first gaps she can think of. In order to increase her income by \$80,000 per year, she will have to have more first appointments, close more deals, increase her average deal size, decrease her expenses at home and grow her savings.

Part 2

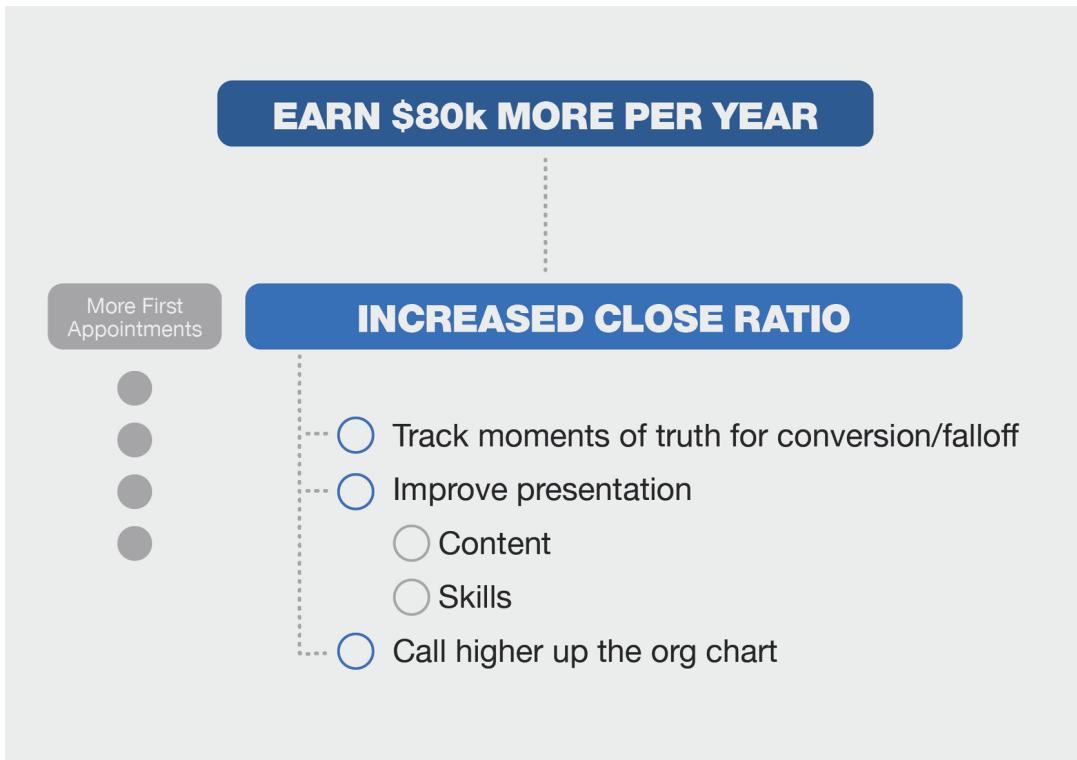
Increase First Appointments



In order to get more first appointments, she wants to develop new insights that will open more doors. She also knows that she needs to step outside her current circles to meet some new folks. She'll have to get a few referrals along the way and she makes a list of the top 50 prospects she wants to sell to.

Part 3

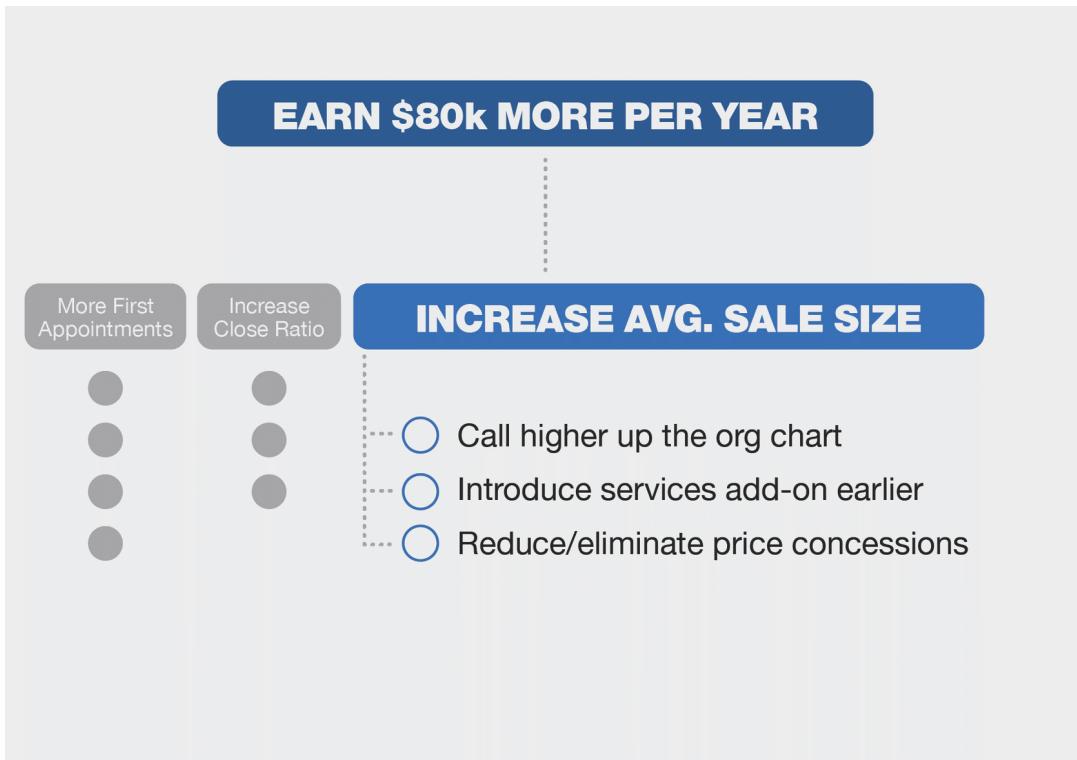
Increase Close Ratio



It won't be enough to just fill the top of the funnel. To close more deals, she needs to first set up a way for her CRM to track her moments of truth. She needs to improve her presentation to close faster, and she'll make a goal to get more appointments higher up the organizations she's selling to.

Part 4

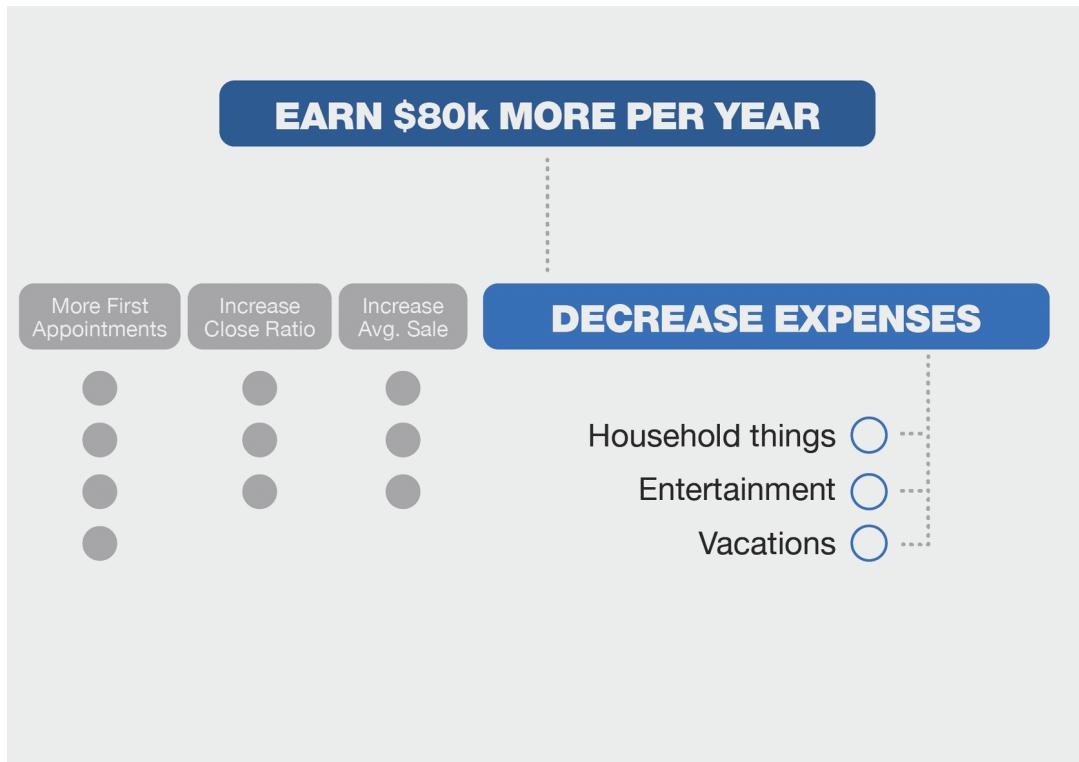
Increase the Average Size of a Sale



Calling higher up the org chart should help her get bigger deals too. So she will chart that goal within two of the large gaps she identified. To further increase the deal size, she needs to sell more services contracts and make a pact with herself to not offer price concessions.

Part 5

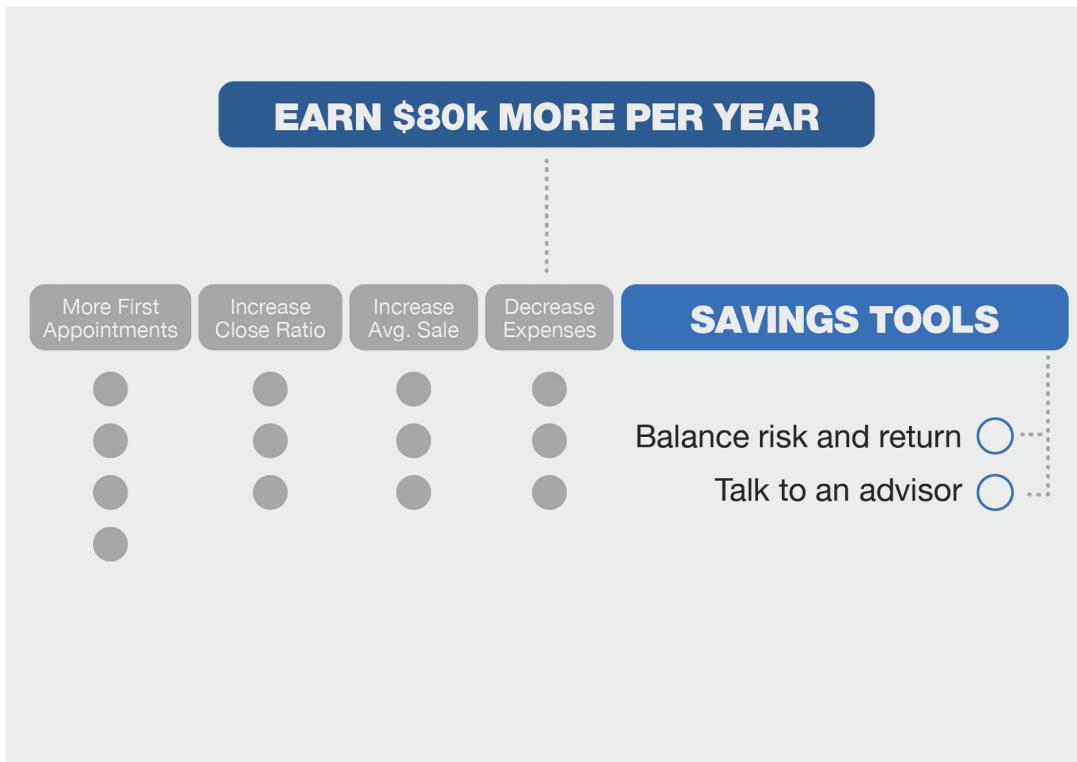
Decrease Expenditures



She makes a list of the savings she can find in her home budget. Every little bit helps.

Part 6

Savings Tools



And setting an appointment with a financial advisor is one very simple step she can take right away to start fulfilling her vision. This early accomplishment gives her motivation to tackle some of the more challenging items on her list.

Summary



Here, you can see how every big goal can – and should – lead to a number of smaller, more manageable goals. Big goals are like trees. They have a trunk, limbs, branches, and twigs." Manage your big goals like this tree diagram to feel rewarded more often and stay on track.

As you can see, every goal can actually create several smaller goals to fill in the gaps. Do this, track your success and you'll realize more goals, faster.



Complete the content above before moving on.

SUMMARY

Congratulations!

You've successfully completed this course.

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