## Reaching goal

“To me, setting a goal is about creating a clear, actionable plan with a tight deadline to drive results. In my current role as an operations manager at Kim Tin Jewelry, I lead a small team of five, and I set a daily goal to prioritize customer outreach—texts, calls, social media—first thing in the morning. This focus on answering inquiries and setting appointments builds our customer base and keeps us structured, even on busy days.

Before this, I spent nearly three years as an insurance agent at AAA of Southern California, where I earned top awards, like Diamond Club status, by relentlessly prioritizing goals. For example, five months into the job, I aimed to hit 160% of my monthly sales target. I set daily goals: 100 outbound calls, 50 new quotes, 200 emails. Despite being new, I stayed focused, and after my second attempt, I achieved Diamond Club. That success raised my bar and fueled my drive to excel. Clear goals and disciplined execution are what make me effective in sales, and I’m excited to bring that energy to AAA of Northern California.”

**What "Goal" Means for a World-Class Salesman**

For a world-class salesman, a **goal** is a crystal-clear, measurable target that drives relentless focus and action. It’s not just a number—it’s a commitment to outcomes that align with customer needs and business growth. Goals break down into daily, weekly, and monthly milestones, ensuring consistent progress. They’re specific (e.g., “close 10 policies this week”), time-bound (e.g., “by Friday”), and tied to a bigger vision, like earning top-tier status or expanding a customer base. A salesman’s goals fuel discipline, prioritize high-impact tasks (like outreach or follow-ups), and adapt to challenges without losing momentum.

Managers of highly profitable, sought-after sales positions (like an insurance agent at AAA of Northern California) want employees with these goal-setting traits:

* **Clarity and Specificity**: Goals are precise (e.g., “50 new quotes daily”) to avoid ambiguity and drive execution.
* **Urgency and Discipline**: Employees prioritize tasks ruthlessly, tackling high-value activities (e.g., morning outreach) to maximize results.
* **Results-Oriented Mindset**: They focus on outcomes (e.g., policy sales, customer retention) over busywork, tracking progress with metrics.
* **Resilience and Adaptability**: Top performers stay committed despite setbacks, adjusting strategies to meet targets.
* **Customer-Centric Approach**: Goals align with building trust and solving client problems, fostering long-term relationships.
* **Ambition with Accountability**: Managers seek driven individuals who set stretch goals (e.g., hitting 160% of quota) and own their results.

These traits signal a salesman who can thrive in a competitive, high-stakes role, delivering consistent revenue and client satisfaction.

### Negotiation Skills

“AAA’s trusted name attracts prospects, but negotiation is key to show how our premium service fits their unique needs. In my three years as an insurance agent at AAA of Southern California, I used a four-step routine—listen, break down to basics, set requirements, explore options—that doubled my home insurance production compared to peers.

Homeowners are loyal and tough to close due to complex needs, but my approach delivered. For instance, one homeowner questioned the higher cost. I listened deeply to their lifestyle—how they live, how they drive. I broke it down to their core need: peace of mind in a crisis. We set requirements, then explored options by crafting multiple quotes tailored to scenarios they raised, showing how AAA’s top specialists provide unmatched support when it matters most. By using their concerns to highlight AAA’s value, I closed the deal. I always stay personal, resourceful, and knowledgeable, ensuring prospects see the incredible value of working with me.”

**Negotiation Skills for a World-Class Salesman**

For a world-class salesman, **negotiation** is the art of aligning a prospect’s needs with a tailored solution, turning obstacles into opportunities. It’s not about pushing for a close but about building trust through understanding, clarity, and flexibility. Effective negotiation involves active listening to uncover pain points, simplifying complex needs into clear priorities, setting mutual expectations, and creatively exploring options to meet them. This approach ensures the prospect feels valued, not pressured, which is critical for closing high-value deals like home insurance policies.

Managers at a prestigious, profitable company like AAA of Northern California seek sales agents with these negotiation traits:

* **Empathetic Listening**: Deeply understanding the prospect’s situation to build trust and uncover true needs.
* **Analytical Clarity**: Breaking down complex scenarios into simple, actionable insights to guide discussions.
* **Solution-Oriented Flexibility**: Exploring all viable options to meet requirements, showing adaptability.
* **Persuasive Confidence**: Using facts provided by the prospect to craft compelling, personalized solutions.
* **Resilience Under Pressure**: Staying calm and focused to close challenging deals, like those with homeowners.

“Acting with integrity means choosing the right path, even when it’s tough, to build trust and stability. As Operations Manager at Kim Tin Jewelry, I faced situations where customers tried to sell jewelry from unclear sources—items from other stores, damaged, or possibly not theirs. I always refused to buy them.

For example, once a customer brought in a high-value piece that didn’t match their story. Despite the potential profit, I declined the sale, explaining our policy against questionable items. I believe profiting from potentially stolen jewelry is unethical and invites negativity to the business. Every choice has consequences, and doing the right thing protects our reputation and ensures a sustainable career. This principle guides me, and I’m eager to bring that same integrity to AAA of Northern California, where trust is everything in serving customers and upholding the brand’s legacy.”

“At AAA of Southern California, my aggressive goal-driven outreach drove big wins – I managed to score Number 1 of the Region for January 2024. But some customers said I was hard to reach, missing the personal touch they expect from AAA. I see criticism as a gift—it shows people care. I listened closely, asked for details, and never ignored it.

To fix this, I set dedicated hours from 2 to 3 PM daily and worked Saturdays to focus on existing customers, addressing their needs directly. This boosted my customer satisfaction scores and kept my sales strong, including that Diamond Club achievement. Embracing criticism made me better at connecting with clients. I’m excited to bring this openness to AAA of Northern California, listening to feedback to build stronger, trusted relationships while delivering top results.