

SMART GOAL SETTING

Exercise

SMART GOAL WORKSHEET		EXAMPLE	1ST MONTH	2ND MONTH	3RD MONTH
A	How much commission do you want to make per month?	\$10,000			
B	What is your average commission per sale?	\$500			
C	How many sales per month do you need to make? (A/B)	20			
D	What is your close percentage?	33%			
E	How many presentations or proposals do you need to give? (C/D)	61			
F	What is your lead to presentation conversion percentage?	60%			
G	How many leads do you need this month to make the income you desire? (E/F)	101			
H	What is your prospect to lead conversion percentage?	30%			
I	How many prospects must you see to get the required number of leads? (G/H)	337			
J	How many days will you work this month?	20			
K	How many prospects must you see each day to make the income you desire? (I/J)	17			
<p>What is your SMART goal to call on these prospects each day? Where will you go? What type of prospect will you call on? What will you offer? What is your pitch? What resources will you use?</p>					