

Helping You Reach Your Sales Goals

Best selling author and sales authority, C. J. Hayden recommends trying this exercise for a month and watching your sales **GROW**. Just the act of writing your goals will help you to improve your performance.

Post a chart like this on the wall with two columns for each month:

| Month | GOAL | ACTUAL |
|-------------------------|-------------|---------------|
| New Contacts | | |
| Active Prospects | | |
| Presentations/Proposals | | |
| Avg. Sale Price | | |
| Total Monthly Revenue | | |

At the beginning of the month, set the goals. Look at the chart first thing every day to set your daily target and update the “actual” column last thing every night. A write on, wipe off board is perfect for this.

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