



Setting Your Sales Targets

Setting sales targets is commonplace in any sales environment.

These are usually derived from sales forecasts and department and/or company sales targets that are set from up above.

You need to have clear targets so you know the kind of performance that is expected from yourself.

However, I believe that setting sales targets on their own is not enough.

As well as having sales targets for the number of sales you need to make, you should also have what I call activity targets.

Activity targets are all the aspects of your day-to-day job that should lead to achieving your sales.

If your sales targets are your main goal for example, your activity targets are your sub-goals that will ultimately lead to you achieving your larger goal.

So what could be included within activity targets?

Well, you could have the number of qualified prospects that have been identified, the number of cold calls made, the number of calls completed, the number of returned calls, the number of face to face meetings you have arranged, the number of leads generated – the list goes on!

The secret in achieving your sales targets is to break them down into manageable bit sized chunks of activity. Then, focus all of your energy on your activity targets.

As my late Gran used to say “Look after the pennies and the pounds will look after themselves”

This is the same with activity and sales targets too!

You know what? I should have listened to my Gran more often.