



Setting Your Sales Targets

Telephone - 0800 849 6732

<http://www.mtdsalestraining.com>

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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.

Our Clients

Our consultants and trainers have worked with a **variety of clients worldwide**, covering a wide range of different industries

118 118 Directory Enquiries	Kirklees School Effectiveness Service
AAR Corp	Kodak
Arab Bank plc	Learning & Skills Dev Agency
AR Group	Learning Partnerships
Barclays plc	Leisureforce
Bennett & Co	Lloyds TSB
BMW	Loughborough College
Birds Eye Walls	Lorien plc
Bradford and Bingley plc	Maritz
British Board Of Film Classification	Marks & Spencer
British Gas	Mitchell and Butlers
British Telecom	MOD – Joint Services Command
Business Link South Yorkshire	College
Capital One Bank	Moy Park
Capita TVL	National Probation Service
Centrex	NEC Europe
Claire's Accessories	Nestle
Coca Cola County Council – Kent	NTP Meridian
Danone Foods	NTP Transmit
Department of Work and Pensions	Opportunity Housing Trust
Domain Technologies	PD Hook
Derbyshire Police	Penn Legal
District Council – Malvern Hills	Peugeot
European Commission	Pfizer
Exxon Mobil	Phillips plc
Faccenda	Renault Motor Company
Fastlink	Roland
First Group	Serono (Switzerland)
Ford Motor Company	Stellent
Ford Of Europe	St Thomas's Day Schools
Friends Provident International	SRM Ltd
Friends Reunited Jobs	Terminal 5 Project Heathrow
G Costa	The Holiday Place
Geest	Toys R Us
Gerber Foods	Tripos
Gift Fundraising	Tropicana
Hygrade	Unilever
Jaguar plc	University of Huddersfield
Jaguar UK	Waitrose
John Lewis Group	York St. John's College
Johnson and Johnson	Zen Internet

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