

## HOW TO USE THE PRIMARY GOALS PAGE

Much of the work you've done on your Business Plan has centered around setting targets. Some of these may be so significant that they deserve to be singled out so you can build some well-planned, targeted activities around each of them.

You may have also already set some goals – for instance, opening a new territory, developing a new niche market, or gaining some additional education. Some of these may require multiple tasks to accomplish and therefore also require a structured approach to keep track of the steps involved and to ensure that you stay on track and achieve the goal. You may choose to think of these as multi-step goals as “projects.” These are the major initiatives that you plan to undertake in the next year.

This list of goals or projects should be chosen carefully, since you have a finite supply of time, money and resources. Most sales people are natural optimists, so don't fall prey to the “too many irons in the fire” trap. Choose a handful of important initiatives, and accomplish them. Five is plenty. There's always next year. Rome wasn't built in a day.

This isn't to say that you shouldn't have more than 5 projects going on simultaneously. The goals or projects you'll include as part of your plan are the important, high-profile ones that really matter in the big picture. You'll undoubtedly have many other smaller projects in the works also.

How do you select these primary goals? Use the assessments and questionnaires provided in this workbook, and see if you need to capitalize on a strength or shore up a weakness. Review your new business plan. Some of the goals will be obvious and some won't. Look at your current status, your targets, your marketing strategies, and what you're trying to accomplish. Look at all aspects of your business and see what needs to be done to bridge the gap between where you are and where you're trying to go. Think deeply about your business.

For instance, opening a new sales territory or pursuing formal education are big decisions. They require lots of thought and planning, and can consume tremendous amounts of time and resources to roll out. Also, the risk of failure can be significant. These are the types of major initiatives that belong on your list of Primary Goals. You'll have to decide whether a goal or project is “primary” enough to warrant a position in your plan. Each situation is different and changes from year to year.

Example:

Primary Goals (Your “Big Rocks” for the Year)	
Goal 1  <div style="text-align: center;"><i>Develop Senior Citizen niche market in my county</i></div>	Due  <div style="text-align: center;"><i>End of Year</i></div>
Define success for this goal  <div style="text-align: center;"><i>At least 15% of my total net income is generated from listings and/or sales in this niche.</i></div>	