

SETTING AND ACHIEVING PERSONAL GOALS IN SALES.

Developed and presented by **RAY PATTERSON**
Sales trainer and conference speaker.

Talk title.

“A practical look at setting and achieving personal goals in sales”.

Audience.

This talk is ideal for anyone in sales, (Salespeople, Sales Managers, Sales Directors, CEO's, Company Owners, etc.) as well as anyone who wants set and achieve personal goals

Talk outline.

60 minutes

Most salespeople spend a lot of time and effort trying to achieve their “Sales targets”.

These targets are usually set by the company and are specifically aimed at achieving company targets and goals.

Unless salespeople have their own personal goals to achieve along with achieving company targets, they will end up being disillusioned (“Why am I doing this?”)

Why is it that salespeople put so much effort into reaching their company targets but put very little, if any, effort into setting and achieving personal goals?

It's because they set unrealistic goals which are very difficult to achieve.

To be a successful in sales, salespeople need to set and achieve personal goals.

No matter how enthusiastic a salesperson is about doing their job and reaching their sales targets they will eventually lose that enthusiasm unless they have something to achieve that will benefit them directly.

Goal setting, like any other part of sales requires commitment and a good attitude.

Goals should be simple and achievable.

Most salespeople see setting goals as a huge challenge because they believe that goals need to be Grand! “I want to drive a Porsche” When in actual fact just making a commitment to get your car serviced is setting and achieving a goal.

It's not the size of the goal that is important but rather the fact that you get into the habit of achieving the things you set out to achieve.

2.

Discover the SIMPLE basics of setting and achieving goals.

- Do you go to work every day because you *want* to or because you *have* to?
- A look at the 3 types of motivation and which one works best.
- Get out of your comfort zone and do things differently.
- Stick your head out and be the best you can.
- 3 types of goals.
- Have a list of “Things” you’d like to have.
- Do a shopping trip to see what’s out there.
- Create a vision board to remind you about the goals you are working towards.
- Tips for setting and achieving personal goals in sales.
- Goal setting is a simple process, don’t over complicate it.

SUMMARY.

If you don’t know what you want it’s because you haven’t been out and looked.

It’s time to do a “Shopping trip!”

Think back to 5 years ago. What did you have, where you were and what you were doing?

The sad truth is that in 5 years from now you will be in the same situation if you don’t do something about setting and achieving personal goals.

Start setting and achieving personal goals. **It’s never too late!**

Ray is a passionate presenter with a lifetime’s experience in Sales and Sales Management. Everything Ray speaks about when delivering his presentations comes from personal knowledge and experience and not internet research.

Ray is passionate about salespeople being proud of who they are and proud of what they do and he believes that selling is the best profession in the world!



(R) RESPONSIBLE

(A) ACCOUNTABLE

(P) PROUD

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