

# THE FIRST SESSION:

## Coach Sales Professionals to Up Their Income

### #1 - GOAL SETTING & ACTION PLAN

- ▶ Congratulations on stepping up and deciding to be in the top 10% of sales people. Are you ready to get started?
- ▶ Great! In today's session we're going to set some goals and create an action plan to double or triple your sales. Sound good?
- ▶ So, in your company what conversion figures do people tend to measure?
- ▶ What do you think are the most valuable conversion figures to measure?
  - Number of sales made
  - Leads generated
  - Number of calls
  - Number of presentations
  - Closing ratio
  - etc.
- ▶ Do you know what your current figures are in these areas?
- ▶ **ACTION:** This week, keep a tally and measure everything – how many leads, calls, presentations & sales. Make it a game to get the highest figures you can in all these areas.
- ▶ If you could wave a realistic magic wand, where would you like your sales career (and commissions) to be in the next year?
  - How much revenue?

- How much revenue per month?
  - How many sales would result in that much revenue per month?
  - What other changes would you like to see happen in your career when you consistently make that many sales?
- ▶ How many sales did you make in the last month?
  - ▶ Great! How many leads did you generate, how many cold calls did you make, how many presentations, and how many closes did you make that resulted in that number of sales?
  - ▶ So, if our aim is to get you to double your income, how many sales would you need to make next month? How many closes? How many presentations? How many cold calls? How many leads?
  - ▶ How many leads and cold calls would you be making each day of the week to double your income from last month?
  - ▶ How many workable hours do you have each day?
  - ▶ **ACTION:** Each day, your #1 focus is to generate **X** leads and make **Y** sales presentations each day. Keep those figures in front of you all the time, and keep a tally.
  - ▶ How do you feel about taking that action? (If not great: keep the figures in front of you and do the best you can and get as close to that as you can. In the next session, we'll look at other factors that can streamline the process. What other action could you take this week that would help you improve those figures?)
  - ▶ What did you find most valuable about today's session?