



## INSTRUCTIONS FOR 30 DAY CHALLENGE

Creating lasting change doesn't happen on its own; it requires strategic planning and focused action. In the next 30 days, really work on HOW you are going to accomplish your goals and take the necessary steps to get there. Here's your 30-Day *In-Home Sales Acceleration* Challenge:

1. Set realistic goals.
2. Track everything, including daily and weekly sales numbers.
3. Keep a daily Sales Reflection Journal (see example):
  - a. Write in it a minimum of twice per day: once in the morning to set goals and intentions for the day, then once at the end of the day to record your actual numbers and do some reflection.
  - b. Rate your day on a scale of 1-10. If you didn't get a 10, document how you fell short and what you will do differently the next day to improve that score. Take notes about what you did well and areas that need development, including actual examples. Brainstorm ideas about what you can do to better your skills each day.
  - c. Document the highlight of your day. Even if you didn't have a perfect day, there's *always* something good that happened or something to be grateful for. This helps to keep things in perspective and prevents you from getting frustrated. You might not feel like you are making progress every day, but just the fact you are focusing on your performance and results is a step in the right direction!
4. Commit to at least two hours of sales training per week, with your peers or individually. This can be done in small or large segments, as long as it adds up to a minimum of two hours per week.

Download and make copies of the sample daily **Sales Reflection Journal** page that follows. You can customize the KPI's (Key Performance Indicators) to include your personal goals.



## SALES REFLECTION JOURNAL

\_\_\_\_\_ (Day, Month, Date, Year)

### Daily Goals/ KPI's:

	Goal	Actual
Total Sales	_____	_____
Average Ticket	_____	_____
Number of Calls	_____	_____
Conversion Rate	_____	_____
Number of Reviews	_____	_____
Maintenance Agreements	_____	_____
Sales Training Time	_____	_____

Day rating (1-10): \_\_\_\_\_

Highlight of my day:

\_\_\_\_\_

What I did well today:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## SALES REFLECTION JOURNAL

What I need to improve tomorrow to reach my goals:

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How I'm progressing toward my weekly goals:

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How I'm progressing toward my monthly goals:

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As you examine your days, actions, and results, you are creating new positive habits and focusing on improving your customer service and sales skills. Some people continue journaling even after the 30 days is complete, while others keep doing a modified version based on their specific goals. Commit at least 30 days to journaling, paired with implementing what you've learned in my book, *In-Home Sales Acceleration*, and I can assure you that your results will improve exponentially. To your success!

Kenny