

What is a fool proof way for setting, measuring and reaching your goals?

Here is a way to combine two concepts into a powerful goal setting system. It could not be more simple yet more effective.

So many people never get anywhere in their lives because they don't know where they are trying to go. If you don't have a destination you will have no reason to make plans? If you don't know where you are going, you won't be able to help anyone else reach their destination?

The best goal is a 90-day SMART goal. The SMART system works - it has stood the test of time. SMART is shorthand for the five characteristics of a well-designed goal.

S = specific.

When a goal is specific, it tells you exactly what you have to do, when, and how much. Because the goal is specific, you can easily measure your progress. A 90-day sales objective is specific

M = measurable.

What good is a goal that you can't measure? If your goal is not measurable, you never know whether you are making progress toward successful completion. A 90-day sales objective is measurable.

A = attainable.

A goal must be realistic and attainable. The best goal is one that requires you to stretch a bit to achieve it. That is, the goal is neither out of reach nor below standard performance. If a goal is set too high or too low it become meaningless. A 90-day sales objective is attainable.

R = relevant.

Eighty percent of productivity comes from only 20 percent of your activities. Relevant goals address the 20 percent. A 90-day sale goal will give you a long list of benefits when it is achieved.

T = time limit.

A goal must have starting point, ending point, and fixed duration. Commitment to a deadline helps to focus your efforts on completion of the goal on or before the due date. A goal without a deadline for completion tends to be overtaken by the day-to-day crises that invariably arise. A 90-day sales goal has a very clear time limit.

What about long range goals?

A five year sales goal is much more attainable if it is worked on 90-days at a time. Set your long range goals – but break them down into 90-day increments.