



Just for Today

If you can measure it...

...you're in charge!

SMART GOALS

Specific

Measurable

Attainable

Realistic

Time Frame

Measurable? Of course. It's time to stop flying by the seat of your pants - it's expensive and it's a time-waster. Focus. Do you need to do **more** - or **less** - of what you're doing now to reach your goal? **We can't guess at success, but we can MEASURE it.**

Do you need one new sale? Do you need to increase your revenue by 10%? How about increasing your profits by 30%? Or making 10 contacts/day (or call until you reach your goal of 3 appointments)? Notice how *measurement comes with numbers.*

Angela, business growth is nothing more than statistical probabilities. It has the same kind of "conventions" as games. If you do X then Y will be the result. Measuring will tell you how many X you need to do to attain Y.

Once you know you need to talk to 50 people to book ten appointments and close two sales, then to grow you need to measure how many "more" sales you want to make. If talking to 100 people gets you 20 appointments and four sales, then your sales growth will be measured by calls and appointments.

Success? It's a numbers game - measurable numbers.

Just for Today: Start thinking in terms of how many? What percentage? Think of the specific numbers it takes for you to grow. Then plan your actions.