

### Payday Podcast Supplement: Scoreboards and SMART Goals

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Ted Williams, the Boston Red Sox Hall of Famer, used to tell rookies that “you can dodge a chin-high fastball, but there’s no dodging a box score.” The box score represents the truth in baseball. Simple, visible and elegant, the box score summarizes all of the important data from a baseball game. With a glance you can tell who won, who lost, which players did well and which players shouldn’t have bothered showing up for the game.

Sales Professionals need a “box score” of sorts to summarize important performance data too. At OutSell we encourage our clients to keep and post “personal scoreboards” that track key performance data including:

- o Behaviors required to accomplish professional goals
- o Progress against behavioral and performance goals

## \$500 SALES TIP

*Most Sales Professionals focus on the metrics. We focus on the behaviors. It is those behaviors that determine the outcome of the metrics.*

- G.A. Bartick

### Scoreboards are Simple:

Scoreboards communicate critical information in a simple way that tells us where we stand and motivates us to try harder. It would be utterly frustrating to go to a basketball game and look up at the scoreboard and see the equivalent of a complex spreadsheet. There is a time and place for complex data analysis, but not when the game is being played. When the game’s on, performance information needs to be immediate, simple and focused on the most important numbers that the team playing the game is responsible for improving.



# SILVER BULLET SELLING

Six Critical Steps To Opening More Relationships And Closing More Sales

## The Essential Scoreboard

Scoreboards can be kept on your computer or on a sheet of paper. All effective scoreboards must:

- Be centrally located and easily accessible.
- Be updated regularly with fresh data
- Post honest and dependable data

The important thing is that you are able to access it easily and quickly. I keep my New Business Development scoreboard on top of my desk written on a sheet paper. Everytime I make a dial I mark it on my scoreboard. Here's what my scoreboard looks like:

## G.A.'s NBD Scoreboard

Weekly Activity	Net	Conversion Rate	Target
Dials			
Contacts			
Leads			
Appointments Set			
Appointments Held			
New Accounts Opened			

I also keep a scoreboard for the other goals in my life including:

- Family goals
  - Family dinner 3 times a week
  - Date with my wife Kelly once a week
  - Special activity with each child once every other week
- Financial goals
  - Save 12% of my paycheck
- Health goals
  - 30 minute workout 3 times a week
  - Eat a low fat diet when I am at home  
(I have a hard time doing this when I'm on the road)
- Education goals
  - Read a book every month



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## Goals are the Life Blood of your success

Goals create focus and urgency on the immediate task at hand. A goal is a specific and measurable accomplishment to be achieved within a specified time. Goals are the magnet that pull people away from performance-inhibiting behaviors and point them toward developing habits that lead to achievement. Goals are literally magnets to excellence.

In a very real way goals keep Sales Professionals grounded and anchored. They help Sales Professionals overcome fear and maintain attitude control, which top performers have in abundance. Goals keep their focus from shifting and their urgency from waning. Without goals, Sales Professionals would be adrift at sea, vulnerable to the direction of the wind, current and tides.

Goals are so important in sales organizations because they replenish the fuel that Sales Professionals run on. Goals are like the 110 octane gasoline that NASCAR drivers use to power their high-performance engines. Goals are a power source for your Sales Professionals to make the sacrifices that are necessary to move toward your vision. Jack Nicholas, the famous golfer, once said that the goal of winning a championship is the only thing that kept him on the practice tee hitting 250 tee shots day after day, month after month, year after year.

## Goals drive your vision

Goals can focus on either behaviors or metrics. Top-performing Sales Professionals set goals in many different areas to keep themselves cranking on all cylinders. Some of these areas (with examples) include:

- Activity generating goals
  - Number of dials a week
  - Number of appointments a week
- Skill development goals
  - Follow the process on every call
  - Asking appropriate drill down questions to follow up discovery questions



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- Productivity goals
  - Number of sales per week
  - Conversion rate
- Repeat business goals
  - Number of appointments with current customers
  - Number of new contracts with current customers
- New business development goals
  - Asking for referrals from every current customer
  - Number of new business appointments with prospects
- New product goals
  - Number of new products available
  - Revenues from new products

## Smart Goals

Goals provide the stepping stones to reach your vision. However, not all goals are created equally. To be effective, a goal must have the following 5 elements

**S**pecific accomplishment to be achieved

**M**easurable outcome

**A**chievable, practical, and possible

**R**ealistic, resources available (time, energy, people)

**T**ime specific



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## Smart Goal Examples

- 5 NBD calls every day
- Follow the Silver Bullet Selling sales process on every sales call
- 2 new clients every quarter
- Write two editions of the Bullet Point newsletter every month

Now it's your turn. Go ahead and make your own list of SMART goals. Make sure to incorporate them into your scoreboard so you can keep track of them! If you want me to comment on your SMART goals go ahead and email them to me at [ga@silverbulletselling.com](mailto:ga@silverbulletselling.com).

