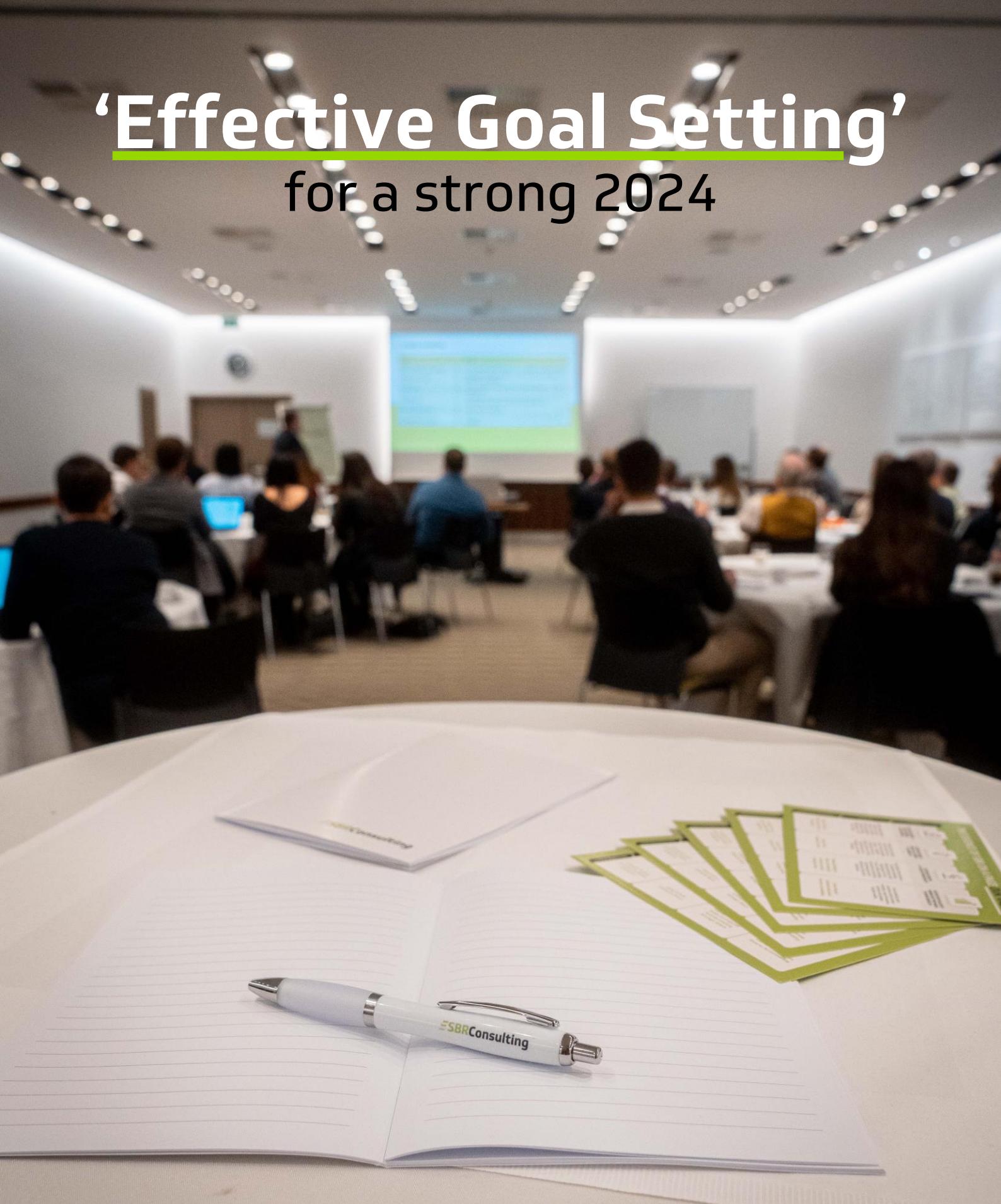


# ‘Effective Goal Setting’ for a strong 2024



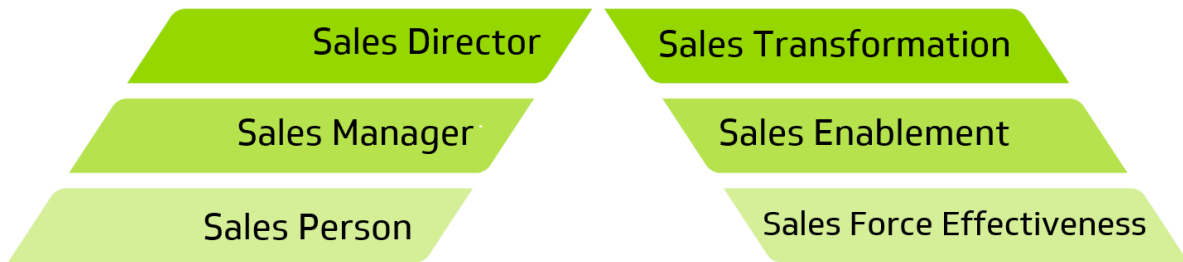
*“We are what we repeatedly do. Excellence, then, is not an act, but a habit.” Aristotle*

# 'Effective Goal Setting' for a Strong 2024

SBR Consulting is a specialist sales performance consultancy.

Our aim is to elevate the practice and perception of sales within individuals and organisations and as a result create **increased revenue, enhanced professionalism & intelligent activity.**

What *Elevate Sales* means to us and our clients...

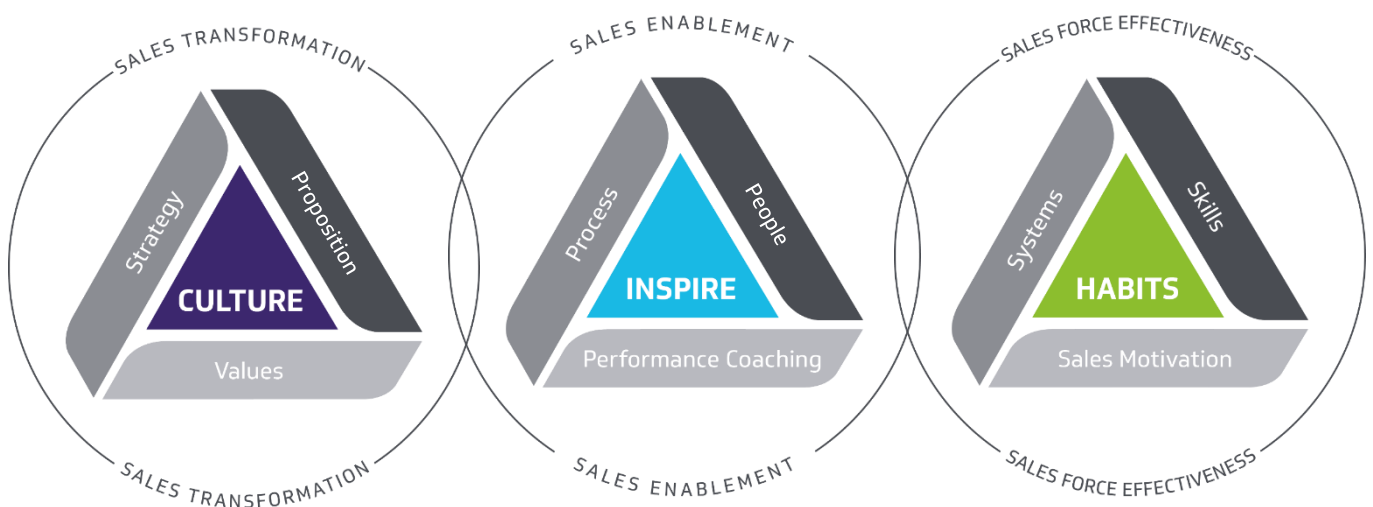


Elevate Sales  INCREASED REVENUE  
ENHANCED PROFESSIONALISM  
INTELLIGENT ACTIVITY

## Sales Transformation

## Sales Enablement

## Sales Force Effectiveness



For further information on how we can help your sales culture,  
email us at [info@sbrconsulting.com](mailto:info@sbrconsulting.com) or call 020 7653 3740

# About Us



# Thought Starters



## Family / Relationship



Spend more time with family, be home for dinner every night, spend one-on-one time with children.



Begin nightly reading ritual with children, date night(s) with partner, plan special outings, attract Mr. or Mrs. Right.



Review / discussion with partner on goals every month.



Forgive or make amends with a relative.

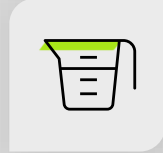


Book and take holidays, plan fun family trips, weekends away with partner, send birthday / Christmas cards.

# Goals often don't work, why?



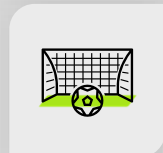
Specific.



Measurable.



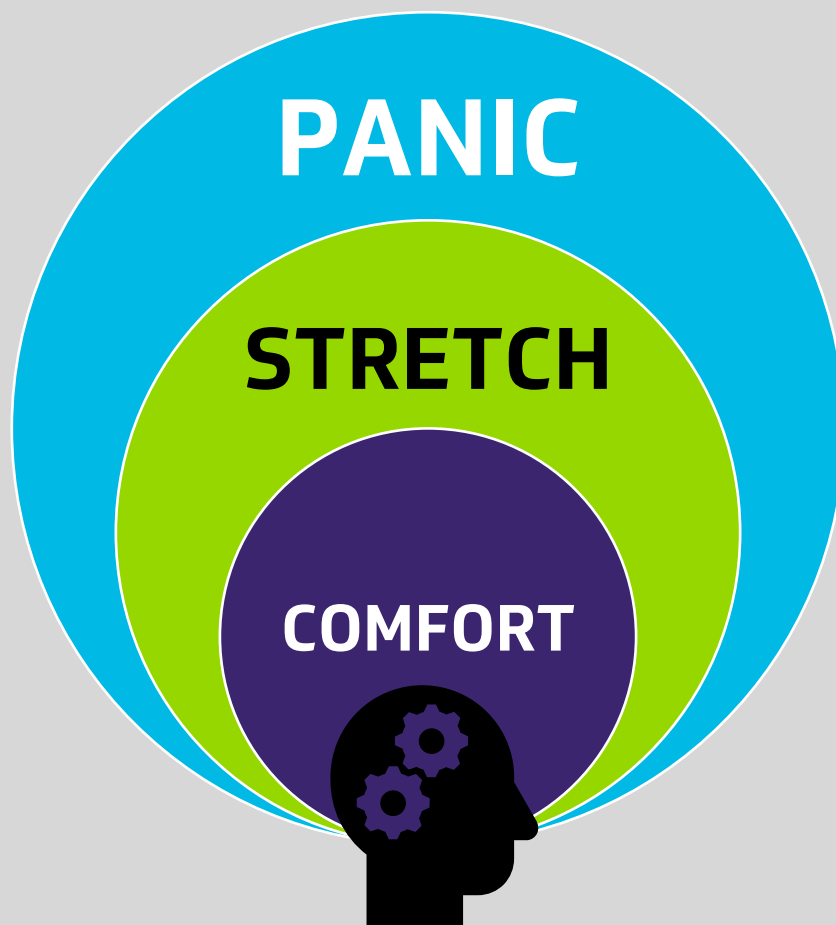
Achievable.



Realistic / Relevant.



Timely / Trackable.



# Thought Starters

## Finance



Income, savings, total net worth.



Start savings plan, begin investing.



Become debt free, eliminate credit cards.



Buy a home, retirement account.



Save for school / university fees, charitable giving.



Complete estate / trust setup, write will.

## Personal Growth



Read 15-30 minutes every day, listen to instructional audio / podcasts.



Take a new course.



Hire a coach, join a supportive organisation.



Build new skills, incorporate more free time into my schedule, advance knowledge in special subject, etc.



# Thought Starters

## Health / Fitness



Reduce Body Fat %, improve BMI [8-24% (men 20-60), 21-36% (women 20-60)]



Reduce cholesterol count [less than 5.0mmol/l], reduce sugar, caffeine, fatty foods, carbohydrates.



Run marathon, become flexible, increase stamina, start meditating / yoga.



Upgrade appearance, do make-over.



Schedule annual doctor exams.



Go to bed earlier, get up earlier, etc.

## Business / Career



Revenue growth, profit, position in market.



Major projects, brand reputation, customer satisfaction performance.



Team development, new skills, improved performance.

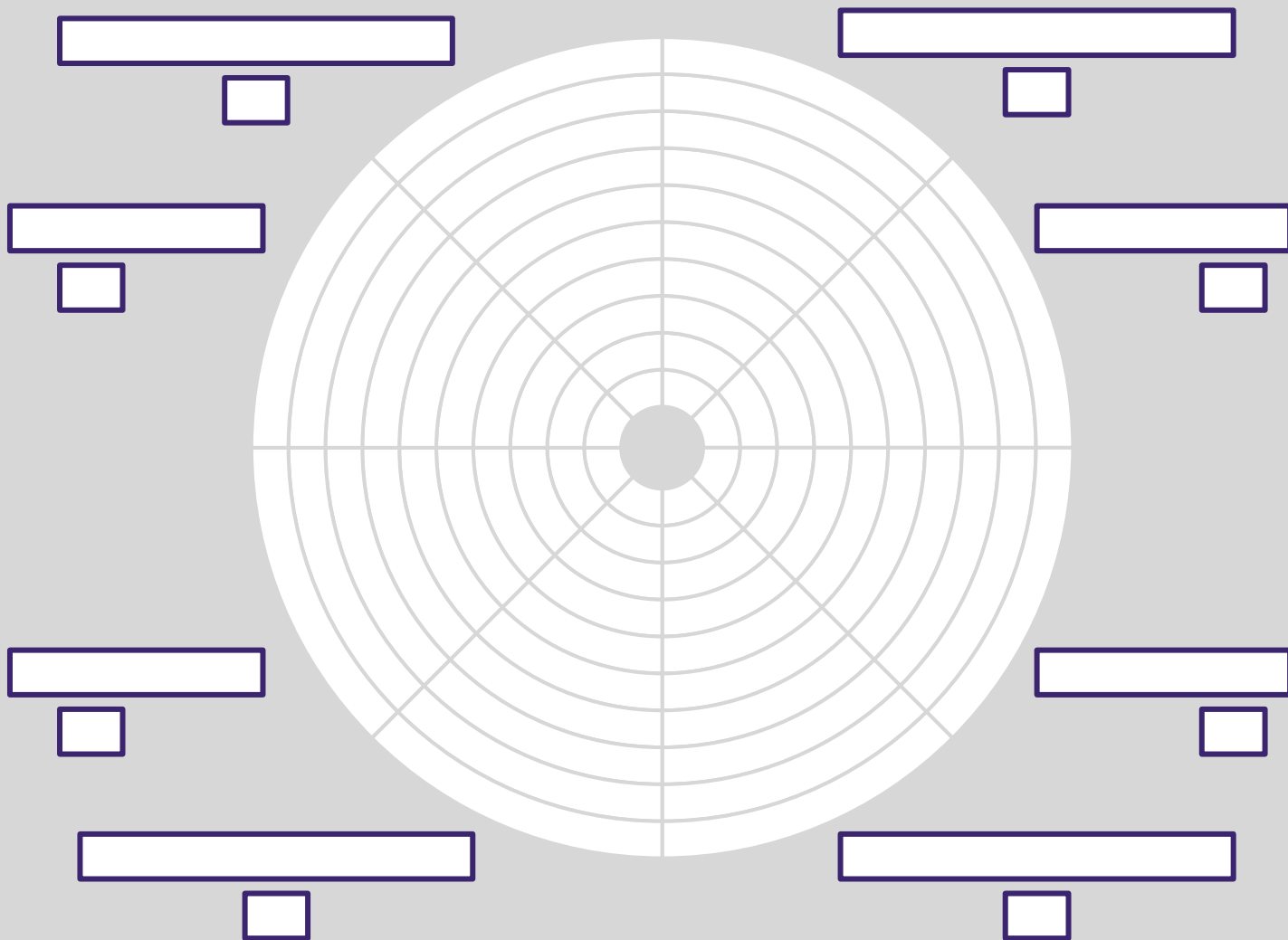


Find a mentor, mentor someone else, etc.

# What are the most important areas in your life?

Write your area of focus in these boxes:

And grade them from 1-10 in these:





# Setting Goals

How can I set high goals & be realistic at the same time?

The concepts behind goal setting can be complex, and the challenge is that most people do not understand the true rationale behind the idea of setting high goals. The simple truth is that many successful people in this world do not hit most of their goals!

The reason they are so successful is because they set their goals so high that even if they do not quite hit them, they are still doing well and staying ahead of the competition.

What is the best approach to take? Instead of setting a single goal, you should split your goal into three different levels

## **Pride, Medium, High**

Your 'Pride' goal should be the level that no matter what else happens - lightning may strike, your prospects may all be carried off to a desert island - you will never go below this level.

Your 'Medium' goal should be just outside of your 'comfort zone'. This goal should challenge you and take that extra effort.

Your 'High' goal is the one that you know if you really put your mind to it and accepted no excuses from yourself - you gave it your all, then you could hit it. This should be the goal that both gets you excited and nervous at the same time.

Make your goals high enough that they do excite you. No one can truly get enthusiastic about being 'mediocre' or 'average'.

Remember: 'It really doesn't matter if you have the most noble, far-reaching, insightful, altruistic, success-oriented goals in the world. What matters is whether you put them into effect or not.'

# 'Effective Goal Setting' for a Strong 2024

Goal Setting; (A) write it down (B) be specific (C) set a completion date.

Towards motivation for achieving this goal.

Away motivation for achieving this goal.

"The major obstacles to be overcome and my potential rationalisations."

"The knowledge I will need to acquire, in order to achieve this goal."

# 'Effective Goal Setting' for a Strong 2024

"The habits I will have to change, or activities I will choose to eliminate or curtail, in order to free up time for attaining this goal."

Who are the people I will need to work with effectively?

My plan of action and milestone dates.

How will I measure my progress?

Confirm your commitment.

Join our Sales Community for Sales Events, Publications, Blogs, Webinars  
and more: <https://sbrconsulting.com/>

**For further information on how SBR can help elevate your sales,  
email us at [info@sbrconsulting.com](mailto:info@sbrconsulting.com) or call 020 7653 3740  
for a complimentary sales consultation.**

### **Copyright Statement**

All material in this course is, unless otherwise stated, the property of SBR Consulting. Copyright and other intellectual property laws protect these materials. Reproduction or retransmission of the materials, in whole or in part, in any manner, without the prior written consent of the copyright holder, is a violation of copyright law.

A single copy of the materials available through this course may be made, solely for personal, non-commercial use. Individuals must preserve any copyright or other notices contained in or associated with them. Users may not distribute such copies to others, whether or not in electronic form, whether or not for a charge or other consideration, without prior written consent of the copyright holder of the materials. Contact information for requests for permission to reproduce or distribute materials available through this course are listed below:

Telephone: 0207 653 3740

Email: [info@sbrconsulting.com](mailto:info@sbrconsulting.com)