

30 IDEAS

FOR 2020 SALES GOALS

Use the Cheat Sheet Below to Develop 5 Goals for 2020

1. Percentage of quotes that include a services agreement.
2. Open quoted dollars leading into next year.
3. Growth in hosted or managed services sales.
4. Nights away from home (the goal should be to keep this number low).
5. Hours of sales training.
6. Hours of product or technology training.
7. Hours of professional development training.
8. Internal team sales meetings in which you were early.
9. Number of proactive strategic meetings with current clients (for Vector Firm clients, this should be Vision Meetings).
10. Personal meeting with new prospects you've never met with before.
11. Speaking events in front of a relevant audience.
12. Networking events attended.
13. Leads followed-up with from networking events.
14. Number of leads provided to networking partners.
15. Number of new clients.
16. Number of prospecting blocks of time in which you focused only on prospecting. (This should be at least a weekly block of two to four hours.)
17. Number of contacts in your database.
18. Number of Twitter followers or LinkedIn connections.
19. Number of tweets or posts.
20. Number of quotes generated.
21. Number of new VARs signed and trained (manufacturers) or number of strategic meetings with manufacturer partners involved (integrators).
22. Number of your prospects that attend open houses or other company events.
23. Number of different clients entertained (not just lunch - dinner, golf, ballgames, shows, etc.)
24. A&E / Consultant personal meetings.
25. A&E lunch & learn presentations.
26. Top five prospects progress such as introductory meeting, quote, etc. (could be top 10).
27. Top 50 current client attrition rate (could be less than top 50).
28. Transition all small accounts to someone else.
29. Project management hours (goal should be to do less).
30. Dollar amount of quotes generated.