

## Transcript – GET to YES Podcast

### E18: B2B Goal Setting for Sales Success

Hi, Neil Osborne from The Sales Catalyst here. In this episode we're going to delve into something that's super important – your WHY. And it's important, whether you're selling to Beauty Salons, Skin Clinics or the owners of Hairdressing Salons.

So... what is your WHY?

WHY are you doing what you're doing?

Some of you would say, it's because you love the industry.

Others may say that your WHY is that you love helping clients.

OR... maybe it's the freedom that working in-field can offer, and the travel.

Regardless of your immediate answer, you may also find that you have some deeper, clearer goals:

- Money
- Your career path
- You're desired status
- Or maybe, something else that's more private

Last week I was doing some B2C/Sell-thru training with a group of technicians from a laser clinic group. At the time, I asked that same question in a room full of young therapists. Most of them gave me what I would call the 'public response', "I love the industry and I love working with clients."

So... Then I asked them the 'personal level' question, "Why are you attending my training?"

While I actively listened to their responses, I also continued to ask my favourite question, "Can you tell me a little bit more about that."

While there were lots of different responses, most of the answers fell into one of two groups and in most cases, they opened into their private reasons.

1. The first group of answers clustered around a desire to move away – away from what they perceived as the discomfort of selling... because as you know, therapists don't like to sell. They were feeling pressure to achieve their weekly sales targets and they wanted me to help them get here.
2. The second group of answers clustered around achieving things or moving towards things – building confidence in being persuasive and in turn, improving their job satisfaction. Why? Because achieving increased sales leads to increased commissions and ultimately increased income. This in turn would lead them to better shopping experiences, buying the pair of jeans, shoes or handbag they wanted or because they were saving for something.

So, what was the difference between the two groups?

And which group of therapists were getting the better results?

The second group were averaging the better results, post training. After further discussions and review of their numbers, it appeared that they were more motivated because they were rewarding themselves based on achievement. Amongst this group, there were also several keen goal setters.

How are you at goal setting?

Do you achieve your goals regularly?

Do you write them down or do you just have them in your head?

Here are some interesting facts on goal setting:

- 80% of people who write their goals down go on to achieve them
- 95% of people who write them down, visit them, see them, recite them, touch them or experience them in some way go on to achieve them.  
... interesting
- A study of millionaires and billionaires discovered one significant difference... billionaires revisited their goals more often.

Unfortunately, a lot of us only set goals around New Year. And normally they're forgotten a few days into January.

However, a goal without a deadline is a dream

So, what's a simple formula for goal setting?

My favourite is referred to as SMARTER goal setting.

Each letter is an acronym:

S stands for Specific

M is for Measurable

A is for Achievable

R is for Realistic

T is for Timely

E is to remind you to continually Evaluate your progress

R is for Re-set

Here, I'm going to use the recent training session and goal setting laser technicians, as our example, but the same principles and processes apply, no matter who you are or what you do.

The first letter is S, for Specific

As a group, they decided that they wanted to set a goal of having a holiday together, as a team reward.

- Getting more specific, they then picked a location.
- They decided on Fiji.
- The group then did Google searches and decided on Octopus Resort, on Waya Island.
- Octopus Resort is located 27 nautical miles from the Fijian mainland – a 30-minute boat trip and has a variety of accommodation standards – with some nice beachfront Bures through to a few premium and romantic options.
- For the 'visual' people in the group, we printed off some photos, to remind them of their goal.

- They also set a budget of \$7,500 for two girlfriends to travel together, or \$10,000 for a beautiful full-on pamper option – for a super romantic getaway.

So, they'd agreed on a location and set a budget – great specifics.

The next letter is M, for Measurable

- Here, we worked on the \$7,500 budget option and set a time of 12-months to achieve the goal.
- So that they could measure their progress, we broke the \$7500 down.
- We divided \$7,500 by 12 months, which meant they had to generate an extra \$625 dollars each, per month, in commissions.
- For those that preferred to work on a weekly target, it then became \$144 a week, of extra commission.
- And then a daily level, gave us \$28.85 extra, per 5-day week.
- So, the question was.... "If you really and I mean REALLY want to go to Fiji in 12 months, for a holiday can you do what's required to make an extra \$28.85 per day, in extra a commission?"
- We then dug a little deeper and discovered that while they each did a lot of clients per week, an average one could see them dealing with 8 clients per day.
- The next layer down revealed they had to generate an extra \$3.60 in extra commission, per client, every day.
- Most agreed that this was achievable, but it would also require some consistent work.
- So, we'd locked-in our measurable step.

The next letter is A, for Achievable

I asked the group, if we're all working to achieve an extra \$3.60 in commission per client, per day, what could I do, to help them with that?

We discussed a variety of skills they needed to improve – they fell into three groups:

1. Up-Sell: they needed to learn new skills around up-selling the client to the next level of treatment. Once they'd learnt the words, most found this new skill relatively easy.
2. Cross-Sell: they needed to learn how to open a conversation and then introduce the client to a different category of treatment. Most admitted to struggling with this area! However, once they learnt how to segway, they all agreed that the technique was a game changer and would really help them suggest new treatments to clients
3. Retail: some admitted this was a hard area to build on. Again, we broke it down and discussed a few simple techniques to change perceptions.

Now they had learned a group of new skills that they could practice back in the clinic and felt that their goal of an extra \$3.60 per client, per day, was achievable.

The next letter is R, for Realistic

It's important that what you're working towards is realistic.

Let's look at few examples of what's realistic and what's not:

- I want to lose 10 kilos in a month

Or worst still I'm gonna lose 10 kilos in a month. 'Gonna's' rarely go on to achieve anything, because they're too busy telling everyone what they're gonna do things!

- I want to be millionaire

In any shopping centre, they're two places where you can become a millionaire, although I must warn you, both have vastly different odds. However, they both live in the same shop. It's the newsagency – you can either join that super long queue, (you know, the Lotto queue) or you can walk straight past that to the book section, go to the self-development section and start doing some work on yourself. Guess which will get you to a million dollars quicker and with greater certainty... Yep, you're right – the less crowded option.

T is for Timely

Goals need a time frame – a goal without a deadline is a dream.

So, what's a reasonable time frame to set that's not going to set you up to fail, but rather set you up to stretch a little... or maybe do some extra work on yourself to help feed that stretch. The girls I was working with, decided to plan their holiday goal over a 12-month period – for most, this was a reasonable and achievable timeframe.

The final two final steps rank amongst the most important as to set and forget will not get you there

E is to remind you to continually Evaluate your progress

With the laser tech's goal setting exercise, they could check on their progress each day, week or month. If they'd had a bad month, they could readjust their forward expectations. Conversely, if they implemented the training and they were having a good month (or running slightly ahead of their goals), how do you think they'd feel? Yeah... confident, pumped, maybe they could look at upgrading their accommodation or adding a helicopter ride.

The last letter is R, for Reset

We all need to acknowledge that we have a life and from time-to-time, things change. We therefore need to reset our plans and adjust the timeframe, or the way we're planning on getting there. It's important to remain determined, yet flexible. And as they say, "Build your goals in concrete and your plans in sand."

Let's reflect.

While you were listening, which letter was for you an area that's sometimes holding you back?

Was it:

- S stands for Specific
- M is for Measurable
- A is for Achievable
- R is for Realistic
- T is for Timely
- E is to remind you to continually Evaluate your progress
- R is for Reset

Until next time .... Enjoy your day

