

Sales Meeting Agenda

Path vs Goal Orientation

Purpose: Help Producers realize that goals are a good start to success. However, having a path to reach those goals is equally as important.

Preparation: Bring individual Producer plans and/or sales plans to the meeting.

Facilitator: Have everyone get a partner and move them to sit next to each other. Ask the group to share their goals for the year with their partner. Then, after they have shared these goals, ask them to “sell the other partner on how they will reach those goals.”

Have the partner give feedback as to the percent chance they think the person should have in reaching the goals based on the activities and plans described from the second question.

READ THE FOLLOWING STATEMENT:

Many Producers have sales goals given to them or they create their own. We have asked numerous Producers about their plans for the year. They say, “my plan is to sell \$100,000 of business.” Unfortunately, this is not a logical answer. They are actually stating their goal. This is “goal orientation”. Meaning, the Producer is focused on a goal they want to achieve.

The majority of Producers have goals and very few meet their goals. Our observation is that less than 60% of Producer meet their sales goals annually. So, if having goals doesn’t get us better than 40% success rate, should we look at another method?

The “path to get to the goal” is what most Producers lack. They do not have the purposeful steps, actions, tactics, and details designed to guarantee the success of the goal.

Imagine this scenario. A business owner goes to the bank and asks for \$1 million dollars. The bank asks how they will get paid back. The owner says, “my goal is to produce \$1.5 million dollars.”. Would the bank give him the money? NO! They would ask, “how do you plan on producing \$1.5 million in profit?” They would want this information because they would want to have confidence the owner would be able to accomplish the goal. Without a plan, or path, the bank would lack that confidence.

So, the path or plan must accompany goals if we want to be successful and guarantee our success.

Facilitator: Hand out, or ask the partners to write down the following list. Have them score themselves on a scale of 1-10 pertaining to having each item in place at a level that would guarantee success.

ELEMENTS OF A PATH/PLAN

1. Clarity of current picture of where you are at today (numbers, ratios, KPIs)
2. The math. A clear understanding of how many fist calls need to be made on prospects to sell enough business to meet the goal (conversion rate, closing rate, avg account size).
3. Names of prospects identified in advance of the year.
4. Dates of expected initiation of meeting each prospect.
5. Monthly plans for activities with centers of influence.
6. Monthly plans for personal development in business acumen, sales skills, insurance knowledge.
7. Client retention activities laid out monthly for the year.
8. Schedule management to guarantee prospecting time.
9. High Performance Team structure and communication models to allow for highest and best use of talent and time.
10. Target Account Strategy Plan filled out for each Prospect.
11. Accountability identified (supervisor, spouse, friend, partner)
12. Network expansion strategies planned out for the year (also include a goal of number of people you want to know your name 12 months out).
13. Cross selling strategies pre-determined for the year.

If a Producer scores 130 on the above list, they are someone who is close to guaranteed to reach success. Any number short of 130 decreases the rate of success.

Facilitator Closing: Ask each Producer to communicate one thing they need to do (or more) to improve the path/plan to increase their chance of success in reaching their goals.