



The **10 steps** you need to do properly  
if you are to hit your sales targets

## 1 Define the what time period are you going to measure your targets

- Hourly, Daily, Weekly, Monthly, Quarterly, Yearly (choose one of these)
- **Comment** - I believe having monthly targets works well as you can break this down into week activities and then daily actions but this will depend on the average length of your sales cycle
- **Our example**
  - You are going to work towards a new set of monthly targets to measure yourself by

## 2 What is your overall target that you are going to use to measure your progress

- Revenue figure, Profit %, No of customers, No of deals
- **Comment** - You may want to have targets in place for each of these metrics but I think it is essential to focus on one of them in the main. It is vital that you choose a target that is appropriate for you and your product/industry
- **Our example**
  - You are going to put in place a new revenue target of £2,800 per month to try and achieve

## 3 Outline the target figure and compare this to the previous month and the previous year

- **Comment** - It is vital that the targets you put in place are realistic and achievable as if they aren't you will only be setting yourself up for failure. Whilst we all have great ambitions, you are unlikely to make progress in quantum leaps but in small gradual gains
- **Our example**
  - You achieved £2,400 the previous month and £2,100 the previous year and so adding an additional £400 seems realistic and reasonable to achieve



## 4 Define what is your average sales value per order

- **Comment** - It is key that you identify what your average sales value is so that you can identify how many prospects that you need to convert in order to achieve your target. You may not sell everything at this price but it's a good yardstick to use
- **Our example**
  - You sell your main product for £400 and so based upon this figure you need to sell 7 of these items in order to hit your monthly target

## 5 Define how long it typically takes you to convert a customer

- **Comment** - This is sometimes a difficult thing to measure without a CRM to tell you this but even if you don't have exact information use a gut feel for how long it takes. Be realistic as saying 4 weeks when it typically takes 10 will only mean you miss your targets
- **Our example**
  - From the moment someone talks to you about your product you think it takes around 8 weeks to get a final decision although it can be longer over holiday periods



## 6 Define your sales process from start to finish

- **Comment** - It is highly unlikely that you will sell your product to prospects immediately. Most prospects tend to go through a journey before they decide to buy and you are likely to use a few different stages before you convert a prospect
- **Our example**
  - You have 4 steps in your sales process. You typically have a first call, then a demonstration, you then present a proposal before a prospect makes a decision and so you have 4 steps to move your prospects through

## 7 Identify your conversion rate from stage to stage

- **Comment** - It is key to identify how many prospects you have at each stage because as we outlined above, your prospects will be at different points in the journey with you depending on when you first engaged with them. You are also very unlikely to convert every single prospect you interact with as well and so measuring between each stage allows you to see what you need to really achieve to hit your target
- **Our example**
  - From the marketing you do, 50% of the prospects that you engage with you look to reach out to you. From this 50% of prospects, 50% you engage with initially want a demo from you and from the demo 50% of the prospects want a proposal sent to them. From the proposals you send out you normally win 50% of the business

**Note - The above conversion rates are not normal unless you have a very specific and unique product. Talk with us at InTouch to identify what we consider good rates to be**



## 8 Define the amount of prospects you need to engage with to hit your target in that month

- **Comment** - Based upon the above conversion rates and steps you can identify how many prospects you need to engage with to achieve your target. If your length of time to convert prospects is 2 months then you can double these numbers, 3 months then treble them although of course some prospects might filter through in different timescales. The key thing is not to assume these numbers alone will allow you to hit your targets if it takes over a month to convert prospects!
- **Our example**
  - **You need 7 customers to hit your monthly target but you only convert 50% of proposals which means you need 14 prospects at the proposal stage. You convert 50% of demos into proposals which means you need 28 prospects at the demo stage. You convert 50% of calls into demos which means you need 56 prospects at the call stage**

## 9 Confirm the amount of calls or marketing leads that you need to hit your target in that month

- **Comment** - When you start to look at the numbers here it makes you realise what is involved in hitting your actual monthly targets. Not everyone who engages with you is going to reach out to you initially and so the core goal is always to obtain and interact with a prospect so that you can start your 'conversion' journey with them
- **Our example**
  - **From all of the numbers we have outlined above, you will need 112 leads from your outbound marketing or calls to hit the targets that you have.**

## 10 Define the amount of leads you receive per month and day now

- **Comment** - Seeing what you bring in now with your existing actions allows you to identify what lead generation or outbound marketing you need to put in place to achieve your targets. This does not always have to be finding new customers though. You can and should try to upsell and resell to your existing customers as well as asking those customers who are really pleased with your service for a referral
- **Our example**
  - **From a look at your CRM system, you currently receive 40 new leads per month as a result of your current marketing and so this means you are going to have to reach out and find an additional 72 leads in order to hit your target**



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