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Pause2Win

Set S.M.A.R.T Objectives To Boost Sales

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An objective or Goal is something you plan to do or achieve and they provide the necessary direction towards growing profits.

Objectives are part of business planning and they keep you focused on the key things you need to do.



S.M.A.R.T Objectives



Setting SMART goals
motivates your sales
team to smash targets

S

SPECIFIC

What is the result of your objective?

M

MEASURABLE

How will you know when you reach your objective?

A

ACHIEVABLE

Are you confident your objective can be delivered?

R

REALISTIC

Is your objective impossible or possible?

T

TIME-BOUND

What is the time frame for your objective?

SMART OBJECTIVE EXAMPLES

SPECIFIC

I will increase revenue while cutting down on expenditure, such as removing bureaucracy.

MEASURABLE

I will increase sales over the next 3 months by signing up 3 more clients.

ACHIEVABLE

I will improve Lead Generation through greater use of social media and online networking.

REALISTIC

I will boost my sales and skills through coaching with Linda St Mart.

TIME-BOUND

I will have increased my profit in three months.





**“
Don't Call Your Success A Dream.
Call It An Objective ”**



THANK YOU

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