

Goal Setting

Chapter 1: What is Goal Setting?

- Session 1: What is a Goal?
- Session 2: What are Sales Goals?
- Session 3: Rudders & Oars
- Session 4: Short vs. Long-Term Goals
- Session 5: Key Principles of Goal Setting
- Session 6: Why Setting Goals is Important

Chapter 2: Setting Goals You'll Actually Follow

- Session 1: Creating "Your" Big Picture
- Session 2: Ruthlessly Eliminating Goals
- Session 3: Setting Career Goals
- Session 4: The 1-Week Goal
- Session 5: The 1-Month Goal
- Session 6: The 1-Year Goal
- Session 7: The 5-Year Goal

Chapter 3: Staying the Course

- Session 1: YOUR Mission Statement
- Session 2: Avoiding Personal Goal Distractions
- Session 3: Setting Priorities
- Session 4: Performance vs. Outcome Goals
- Session 5: Being Precise

Chapter 4: The Goal in Setting Your Goal

- Session 1: If I Am Not Improving, I Am Regressing
- Session 2: Goals Equal Discipline
- Session 3: Making My Goal Plan, and Writing it Down
- Session 4: Fiercely Execute the Plan

Chapter 5: Setting SMART Goals

- Session 1: Setting Specific Goals
- Session 2: Measuring Your Goals
- Session 3: Defining Attainable Goals
- Session 4: Are Your Goals Relevant or Rewarding?
- Session 5: Implementing the Right Timetables

Chapter 6: Goal Setting Strategies

- Session 1: The Ivy Lee Method
- Session 2: Warren Buffet's 25-5 Rule
- Session 3: The Eisenhower Box
- Session 4: The 20 Slot Rule
- Session 5: The Myth of Multi-Tasking

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Chapter 7: The 5-Principles of Successful Goal Setting

- Session 1: Making the Commitment
- Session 2: Clearing the Way for Clarity
- Session 3: Making Goals Challenging
- Session 4: The Degree of Complexity
- Session 5: The Importance of Feedback

Chapter 8: Setting Sales Goals

- Session 1: Calculating Your Monthly Sales Goals
- Session 2: Setting Waterfall Goals
- Session 3: Setting Activity Goals
- Session 4: Incentivizing Your Goals
- Session 5: Monitoring Your Progression
- Session 6: Setting Stretch Goals

Chapter 9: Once Our Goal is Set..... Now What?

- Session 1: How to Measure it
- Session 2: Making the Adjustments
- Session 3: Are the Adjustments Working?
- Session 4: Are We on Pace to Achieve it

Chapter 10: Goal Setting Mistakes

- Session 1: Closing the Door
- Session 2: Looking Only at History
- Session 3: Aiming Too High
- Session 4: Leaving No Wiggle Room
- Session 5: Being Too Narrow
- Session 6: Lacking the Change Element
- Session 7: Lacking Accountability

Chapter 11: Best Practices for Setting Sales Goals

- Session 1: Reward within a Range
- Session 2: Focus on Activities, Not Just Results
- Session 3: Setting Shorter Time Frames
- Session 4: Set a Rolling Forecast
- Session 5: Putting a Hold on Goals
- Session 6: Stacking Goals