

TALE OF TWO HOMEWORKS

- EXAMPLE OF MISSING INTERIM GOALS
- Internet Lead Conversion to Sales Rate
 - Currently at 6% Jan-May 2020
 - Goal of 20% by Y.E 2020
 - Conduct Training & SOP Install over next 30 days
 - Take baseline measurement end of June = 7%
 - Bonuses will be offered to keep staff on track
 - “Will check in Weekly and monthly with Managers and BDC Staff to monitor progress and make adjustments as needed until we hit goal of 20% Sales Conversion Rate”

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 - **Interim Performance Goals will be as follows:**

End of	July 9%	August 11%	Sept 13%
	Oct 16%	Nov 18%	Dec 20%

You may offer incentives if your team beat this timeline and hit either the check points or goal sooner and maintains the performance goal.