



SMART Goal Homework

Homework is due the Monday of the week before you return

Student Name: _____ KYLE CADOLINO _____ Academy Class #: 356 _____

I plan to accomplish the following objective by: _____ OCTOBER 2020 _____

Composite Data Reference: Depart: _____ Page: _____ Column: _____ Line: _____

SMART GOAL

Specific: *What exactly will you accomplish?*

_____ INCREASE PHONE LEAD CONVERSION TO SALES RATE

Measurable: *How will you know when you have reached this goal?*

_____ WHEN WE HAVE REACHED 30% SOLD TO LEAD PERCENTAGE - CURRENTLY AT 11%

Achievable: *Is achieving this goal realistic with effort and commitment? Do you have the proper resources to accomplish your goal? If not, how will you get them?*

_____ YES - WE HAVE THE STAFF AND MANAGEMENT TO DO THE TRAINING AND MONITORING - ALONG WITH THE TOOLS TO PROPERLY MANAGE THE TASK

Relevant: *Why is this goal significant?*

_____ A LARGE PORTION OF OUR BUSINESS HAS SHIFTED TO PHONE LEADS - MASTERING THE PHONE IS A CRUCIAL PART OF OUR BUSINESS

Timely: *When will you achieve this goal?*

_____ WE WILL ACHIEVE THIS GOAL WHEN WE REACH 30% - THE SET TIME FRAME WOULD BE SEPTEMBER 2020

This goal is important because:

THIS WILL INCREASE SALES AND ENSURE WE ARE MAKING THE MOST OF EVERY OPPORTUNITY – NOT HANDLING THE PHONE PROPERLY CAN BE DETRIMENTAL TO OUR BUSINESS RIGHT NOW

The benefits of achieving this goal will be:

MORE SALES! HIGHER MARKET SHARE IN OUR PMA – HIGHER GROSS PROFIT – HIGHER CSI

Take Action!

Potential Obstacles

Potential Solutions

NO TIME FOR TRAINING

SET SPECIFIC DATES/TIMES TO HOLD TRAINING

CALLS NOT BEING LOGGED PROPERLY

RECEPTION TO FILL OUT A SPREADSHEET OF ALL

INCOMING SALES CALLS THAT CAN BE MATCHED UP TO THE CRM

MANAGEMENT NOT WATCHING THE PROGRESS

SET WEEKLY RECAP MEETINGS TO GO OVER ALL

BUCKETS OF BUSINESS (PHONE/APTS/INTERNET)

Who do you need to get involved to accomplish this goal:

GSM AND SALES MANAGERS FOR TRAINING – SALES CONSULTANTS TO EXECUTE – RECEPTION TO LOG EACH SALES CALL AS THEY COME IN

Specific Action Steps: *What steps need to be taken to get you to your goal?*

What?	Expected Completion	Completed
GET RECEPTION/SALES/MANAGEMENT UPTO SPEED	JUNE 10 TH 2020	
THE GOAL FOR THE PHONE		
SCHEDULE SALES TRAINING	JUNE 12 TH	
CHECK IN WITH MANAGEMENT TEAM ON		
HOW SALES IS TAKING IN THE NEW TRAINING/PROCESS	JUNE 22 ND	
REACH 18%	JULY 1 ST	
REACH 22%	AUGUST 1 ST	
REACH 26%	SEPTEMBER 1 ST	
REACH 30%	OCTOBER 1 ST	