

Genuine Selling

The Learning Salesperson

SMR

*Goal Setting
Kit & Guidelines*

Property of

*Organizing is what you do before
you do something, so that when you
do it, it's not all mixed up.*

► **A. A. Milne**

Information Form

Participant's Name: _____

Congratulations on your participation in *The Learning Salesperson*. The course will be a challenging and rewarding experience. Please answer the following questions and sign on the last page.

List two to four areas or domains of your life in which you wish to cause the greatest impact through your participation in this course, *for example, mentoring coworkers, separating work stress from home life, clarity about task priorities, increasing sense of satisfaction with tasks completed.*

Participants sometimes find it inspiring or motivating to give their domains energetic, clever titles, *for example, Financial Tranquility, Robust Reputation, Hot Mama, or Performance with Grace & Ease.* Use words which speak to you and call to you.

Key Domains in My Life

| | |
|---|---|
| A) _____ _____ _____ _____ _____ | B) _____ _____ _____ _____ _____ |
| C) _____ _____ _____ _____ _____ | D) _____ _____ _____ _____ _____ |

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Goal Setting: A Motivational Technique That Works!

by Edwin A. Locke and Gary P. Latham

Prentice Hall Trade
January 1984
ISBN: 0133574679

“There have been more than 110 goal setting experiments conducted in the laboratory and in organizations in just the last twelve years. Ninety percent of these studies obtained positive results for goal setting. This makes goal setting one of *the most dependable and robust techniques* in all the motivational literature. ... A recent study of high and low productivity ... found that goal setting and deadlines were the single most frequently mentioned causes of ... high productivity.” [page 6]

How to Set Goals

- 1) Describe the objective or task.**
- 2) Specify the measurements to be used.**
- 3) Set the target.**
- 4) Create a deadline or performance period.**
- 5) Priority rank multiple goals.**
- 6) Rate difficulty and importance of goals. (optional)**
- 7) Determine who else needs to be involved.**

Strongly suggested:

Get someone else to monitor your performance.

*Don't forget to
enjoy the cookie.*

► **Paul Kane**
Hunger Activist

SMR Guidelines

(1) Remove all reference to **time** and **change**.

(A) Pretend you are at the completion date when the SMR is achieved and describe how it is. This is different from, and much more effective than, standing in “today” and saying how it will or might be.

(B) Write every SMR in the present tense, as of the completion date. Instead of “I will weigh 160 pounds by August 12.” write “I weigh 160 pounds.”

(C) Remove any reference to change or comparisons. That means no “more,” no “increase,” no “lose.”

(2) State everything positively: remove all “not,” “end,” and “stop.” Write “I have been breathing only clean air for two weeks.” instead of “Stopped smoking two weeks ago.”

(3) For SMRs that are **continuing activities** or states, for example, “exercise for 30 minutes twice per week,” be specific about the performance period. State exactly which weeks the activities will occur: 2 out of the last 3? All of the last 12? All are equally valid. You decide and specify a measure that describes a victory for you.

(4) Banish all thoughts of **how-to**.

(A) For now, consider only what you want. There’s time to work on the methods later.

(B) Check to see if your SMR is actually a how-to for the SMR you really want. One client had an SMR of “Eat vegetarian and visit the gym twice per week.” She changed it to “Going all day with energy and eagerness, caffeine-free.” Diet and exercise weren’t her goals, just how-tos. She got the result through a visit to her doctor and a specific treatment.

10 Year SMR KIT

List between five and nine observable, objective outcomes you plan to cause by ten years from today, when the date will be _____.

For example: *title of Partner, \$150,000 in monthly sales, seven days without an angry outburst, three people reporting to me, membership on my church's board, weighing 165 pounds.* List whatever observable results that, if accomplished, would have you consider this coaching program and the next decade successful.

My Specific Measurable Results

| |
|--|
| 1) _____ _____ _____ _____ Domain: _____ |
| 2) _____ _____ _____ _____ Domain: _____ |
| 3) _____ _____ _____ _____ Domain: _____ |
| 4) _____ _____ _____ _____ Domain: _____ |

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| | |
|----------------------------|---------------|
| 5) _____ _____ _____ | Domain: _____ |
| 6) _____ _____ _____ | Domain: _____ |
| 7) _____ _____ _____ | Domain: _____ |
| 8) _____ _____ _____ | Domain: _____ |
| 9) _____ _____ _____ | Domain: _____ |

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Our Agreement

I freely choose these goals. I understand the purpose of *The Learning Salesperson* coaching program is to provide tools and a workspace for reaching my goals. I accept responsibility for doing the work necessary to implement the coaching in my life along with responsibility for the consequences of not taking the appropriate actions.

Signed: _____ *Date:* ____/____/____
Participant

I promise my delivery of this coaching program will support the fulfillment of the goals detailed in this SMR Kit.

Signed: _____ *Date:* ____/____/____
Course Leader

10 Year SMR KIT

While continuing to “stand in the future” in which the SMRs detailed above have occurred, look backwards five years to the date five years from today: _____, and detail the specific, measurable status of each SMR on that interim date.

My Specific Measurable Results

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|--|
| 1) _____ _____ _____ _____ Domain: _____ |
| 2) _____ _____ _____ _____ Domain: _____ |
| 3) _____ _____ _____ _____ Domain: _____ |
| 4) _____ _____ _____ _____ Domain: _____ |

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|----------------------------|----------------------|
| 5) _____ _____ _____ | Domain: _____ |
| 6) _____ _____ _____ | Domain: _____ |
| 7) _____ _____ _____ | Domain: _____ |
| 8) _____ _____ _____ | Domain: _____ |
| 9) _____ _____ _____ | Domain: _____ |

10 Year SMR KIT

While continuing to “stand in the future” in which the SMRs detailed above have occurred, look backwards to the date 2 ½ years from today: _____, and detail the specific, measurable status of each SMR on that interim date.

My Specific Measurable Results

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|--|
| 1) _____ _____ _____ _____ Domain: _____ |
| 2) _____ _____ _____ _____ Domain: _____ |
| 3) _____ _____ _____ _____ Domain: _____ |
| 4) _____ _____ _____ _____ Domain: _____ |

More ⇒

5) _____

_____ **Domain:** _____

6) _____

_____ **Domain:** _____

7) _____

_____ **Domain:** _____

8) _____

_____ **Domain:** _____

9) _____

_____ **Domain:** _____

10 Year SMR KIT

While continuing to “stand in the future” in which the SMRs detailed above have occurred, look backwards to the date one year from today: _____, and detail the specific, measurable status of each SMR on that interim date.

My Specific Measurable Results

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|--|
| 1) _____ _____ _____ _____ Domain: _____ |
| 2) _____ _____ _____ _____ Domain: _____ |
| 3) _____ _____ _____ _____ Domain: _____ |
| 4) _____ _____ _____ _____ Domain: _____ |

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|----------------------------|---------------|
| 5) _____ _____ _____ | Domain: _____ |
| 6) _____ _____ _____ | Domain: _____ |
| 7) _____ _____ _____ | Domain: _____ |
| 8) _____ _____ _____ | Domain: _____ |
| 9) _____ _____ _____ | Domain: _____ |

10 Year SMR KIT

While continuing to “stand in the future” in which the SMRs detailed above have occurred, look backwards to six months from today, _____, and detail the specific, measurable status of each SMR on that interim date.

My Specific Measurable Results

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| 1) _____ _____ _____ _____ Domain: _____ |
| 2) _____ _____ _____ _____ Domain: _____ |
| 3) _____ _____ _____ _____ Domain: _____ |
| 4) _____ _____ _____ _____ Domain: _____ |

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|----------------------------|---------------|
| 5) _____ _____ _____ | Domain: _____ |
| 6) _____ _____ _____ | Domain: _____ |
| 7) _____ _____ _____ | Domain: _____ |
| 8) _____ _____ _____ | Domain: _____ |
| 9) _____ _____ _____ | Domain: _____ |

10 Year SMR KIT

While continuing to “stand in the future” in which the SMRs detailed above have occurred, look backwards to the coaching program meeting date three months from today: _____, and detail the specific, measurable status of each SMR on that interim date.

My Specific Measurable Results

| |
|--|
| 1) _____ _____ _____ _____ Domain: _____ |
| 2) _____ _____ _____ _____ Domain: _____ |
| 3) _____ _____ _____ _____ Domain: _____ |
| 4) _____ _____ _____ _____ Domain: _____ |

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|----------------------------|----------------------|
| 5) _____ _____ _____ | Domain: _____ |
| 6) _____ _____ _____ | Domain: _____ |
| 7) _____ _____ _____ | Domain: _____ |
| 8) _____ _____ _____ | Domain: _____ |
| 9) _____ _____ _____ | Domain: _____ |

10 Year SMR KIT

While continuing to “stand in the future” in which the SMRs detailed above have occurred, look backwards to the coaching program meeting date one month from today: _____, and detail the specific, measurable status of each SMR on that interim date.

My Specific Measurable Results

| |
|--|
| 1) _____ _____ _____ _____ Domain: _____ |
| 2) _____ _____ _____ _____ Domain: _____ |
| 3) _____ _____ _____ _____ Domain: _____ |
| 4) _____ _____ _____ _____ Domain: _____ |

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|----------------------------|----------------------|
| 5) _____ _____ _____ | Domain: _____ |
| 6) _____ _____ _____ | Domain: _____ |
| 7) _____ _____ _____ | Domain: _____ |
| 8) _____ _____ _____ | Domain: _____ |
| 9) _____ _____ _____ | Domain: _____ |

10 Year SMR KIT

While continuing to “stand in the future” in which the SMRs detailed above have occurred, look backwards to one week from today. _____, and detail the specific, measurable status of each SMR on that interim date.

My Specific Measurable Results

| |
|--|
| 1) _____ _____ _____ _____ Domain: _____ |
| 2) _____ _____ _____ _____ Domain: _____ |
| 3) _____ _____ _____ _____ Domain: _____ |
| 4) _____ _____ _____ _____ Domain: _____ |

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|----------------------------|----------------------|
| 5) _____ _____ _____ | Domain: _____ |
| 6) _____ _____ _____ | Domain: _____ |
| 7) _____ _____ _____ | Domain: _____ |
| 8) _____ _____ _____ | Domain: _____ |
| 9) _____ _____ _____ | Domain: _____ |

The Life Support Systems for My Specific Measurable Results

| |
|-------------------------------------|
| 1) _____ _____ _____ _____ |
| 2) _____ _____ _____ _____ |
| 3) _____ _____ _____ _____ |
| 4) _____ _____ _____ _____ |
| 5) _____ _____ _____ _____ |

10 Year SMR KIT

Today, _____, as I begin my coaching session, my actual specific, measurable results are:

My Specific Measurable Results

| |
|--|
| 1) _____ _____ _____ _____ Domain: _____ |
| 2) _____ _____ _____ _____ Domain: _____ |
| 3) _____ _____ _____ _____ Domain: _____ |
| 4) _____ _____ _____ _____ Domain: _____ |

More ⇒

| | |
|----------------------------|----------------------|
| 5) _____ _____ _____ | Domain: _____ |
| 6) _____ _____ _____ | Domain: _____ |
| 7) _____ _____ _____ | Domain: _____ |
| 8) _____ _____ _____ | Domain: _____ |
| 9) _____ _____ _____ | Domain: _____ |

10 Year SMR KIT

Given the actual results I have produced, considering the promises I have made for future results, the results I will produce by our next meeting on _____ will be:

My Specific Measurable Results

| |
|--|
| 1) _____ _____ _____ _____ Domain: _____ |
| 2) _____ _____ _____ _____ Domain: _____ |
| 3) _____ _____ _____ _____ Domain: _____ |
| 4) _____ _____ _____ _____ Domain: _____ |

More ⇒

| | |
|----------------------------|---------------|
| 5) _____ _____ _____ | Domain: _____ |
| 6) _____ _____ _____ | Domain: _____ |
| 7) _____ _____ _____ | Domain: _____ |
| 8) _____ _____ _____ | Domain: _____ |
| 9) _____ _____ _____ | Domain: _____ |