

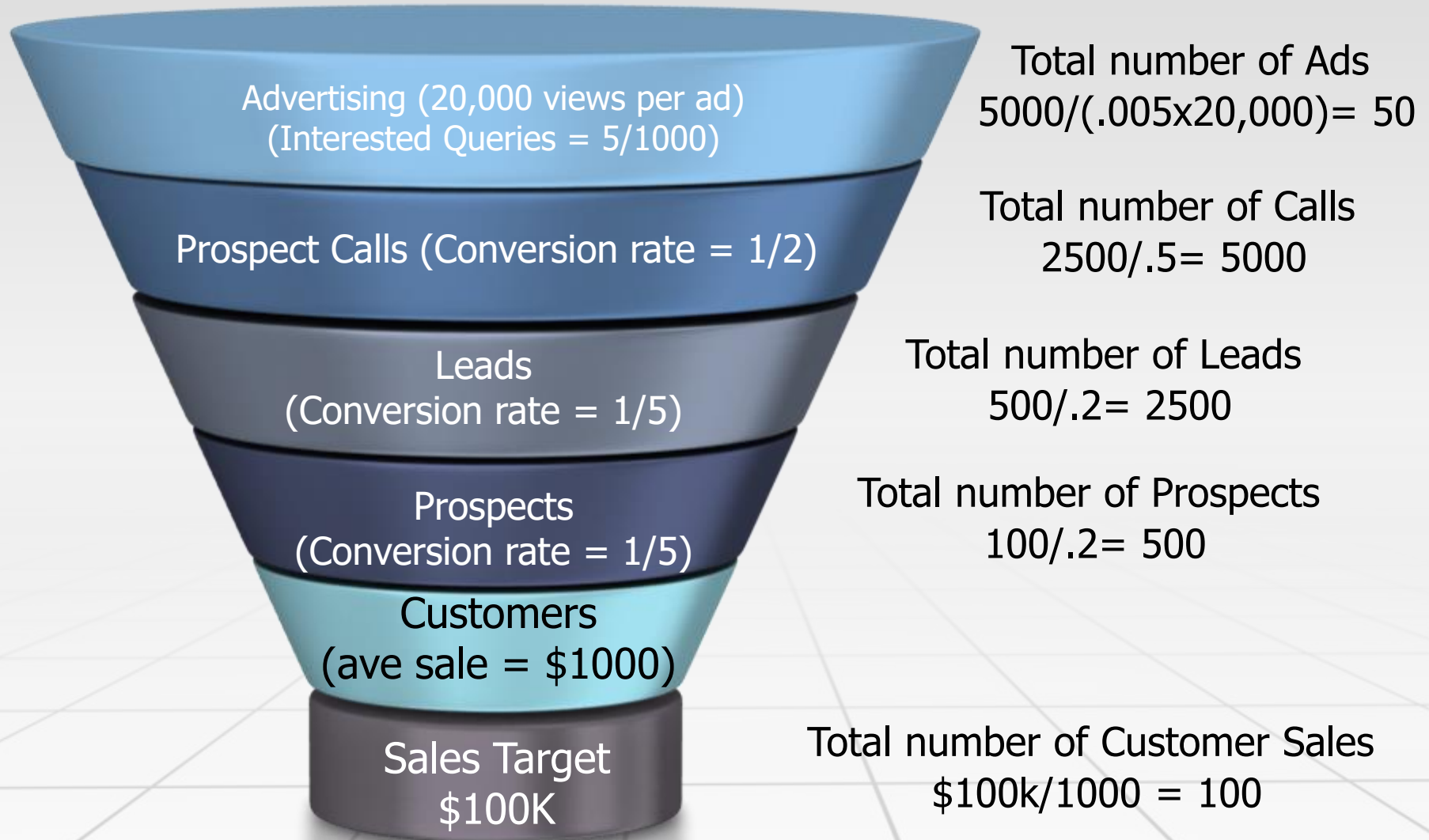


Gary Cerantola Speaker, Trainer Business Coach

Breaking Down Goals to Doable Bite Sized Chunks

*Working on achieving your goal each and every
day staying focused on what it is you want to
accomplish!*

Breaking Down a Sales Goal Example



“Start with the End in Mind” ~ Stephen Covey

\$100,000 annual sales target and work your way up the funnel



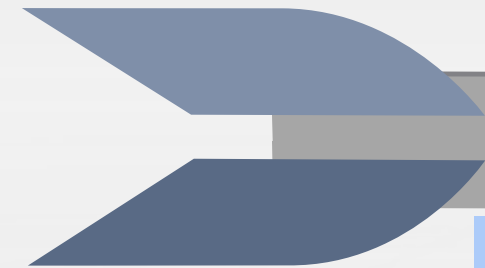
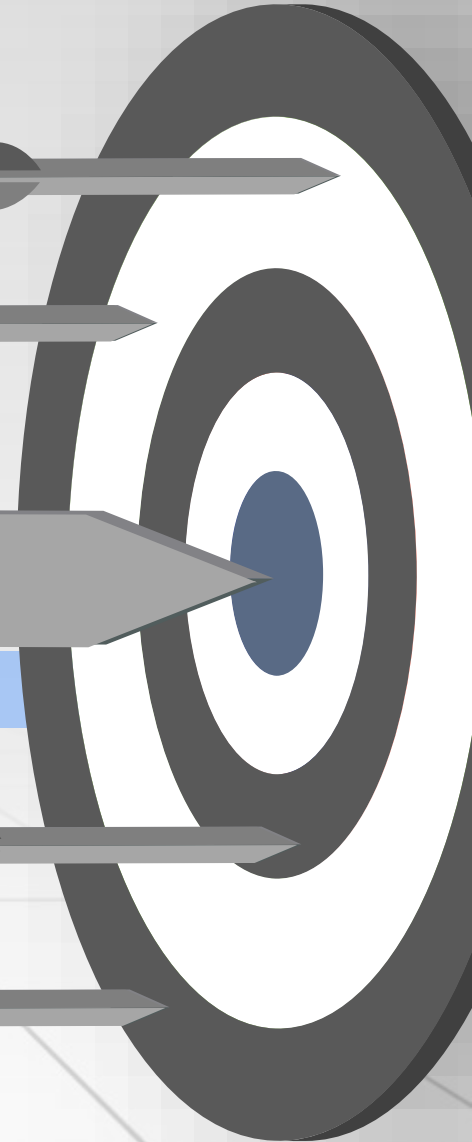


Major Goal \$100K Sales per Year	
Major Step	Micro Step
Advertising	Run 1 advertisement per week
Prospect Calls (5 days per week)	Make $5000/(5 \times 50) = 20$ calls per day
Leads	Send information out to $2500/(5 \times 50) = 10$ prospects per day
Qualified Prospects	$500/(5 \times 50) = 2$ visits per day
Sold Customers	$(\$1000 \times (2 \times 50 \times 5/5)) = \$100,000$ (2/week)



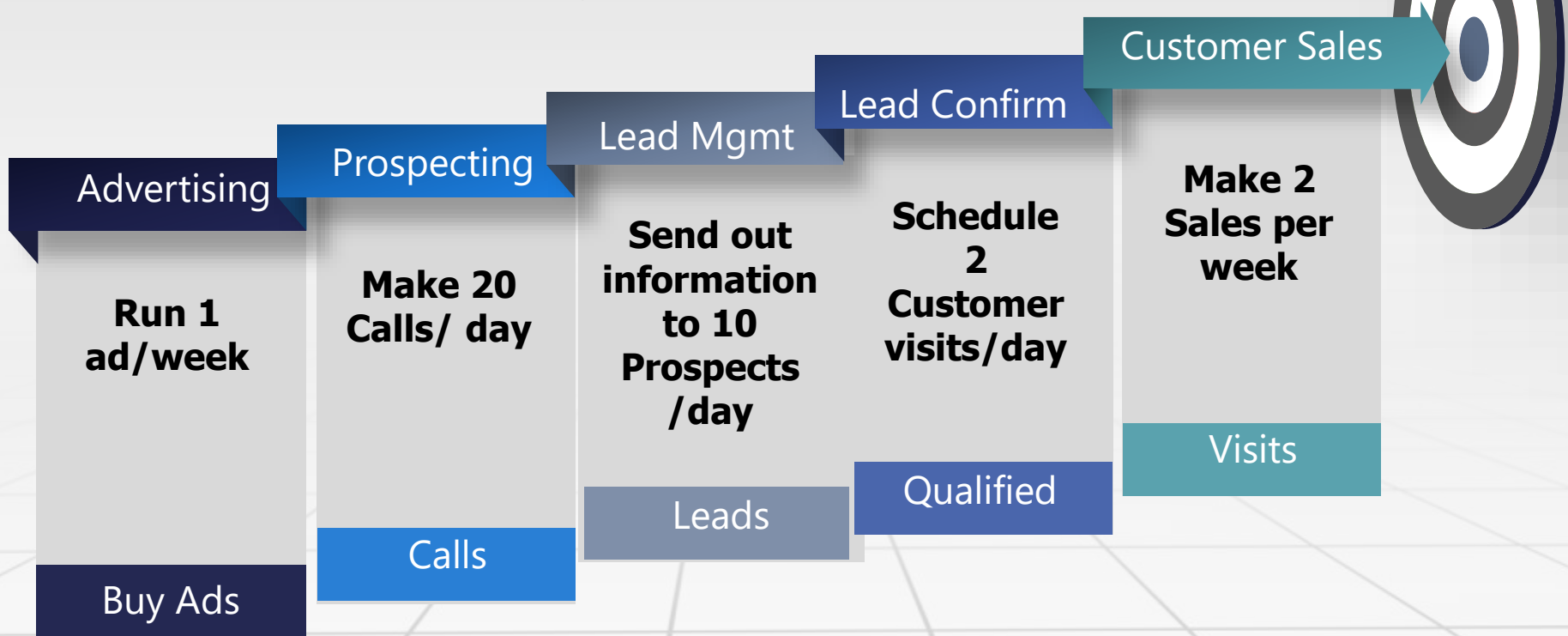
GOALS

Taking Micro Steps to Greatness



\$100K Annual Sales Goal

Major Steps



Micro Steps

Taking Micro Steps to Greatness!