

WRITE YOUR GOALS IN INK FOR 2015

Now is the time to set your goals for 2015. If you did not have success in reaching some or all of your goals in sales this past year, then follow *Getting Ahead in Business*' formula to reach your goals in 2015.

WHY SET GOALS? Goals will help you to:

- Stay on target
- Develop self-confidence
- Increase self-motivation
- Stay focused
- Make better decisions
- Stay positive

ROAD MAP FOR GOALS SHOULD BE:

- Target Date
- Specific
- Stretch your imagination in reaching your goals
- Make sure they are attainable.

Purchase a large size calendar and a pocket calendar and write in the day, month and goal you want to achieve. As an example: I want to ask for a raise by June 15, 2015.

This story will put in perspective the need to set realistic and attainable goals:

I would like to tell you about a client that I was consulting for a few years ago. I was working with a group of salespeople working for an insurance company, on an individual basis, to help them reach their company goals. As always, I started with the salesperson (let's call him Arthur), who was doing the poorest job in sales. I accompanied Arthur to see potential clients and as we worked through the day I asked this 27-year old, "What is your goal in life?" He said, "To become the Number One salesperson in the company and to own a Corvette." He told me he had a toy model of every Corvette made since he was a little boy, his bedroom walls were covered with images of the car; his dream was to own a Corvette. I asked him if he had ever been in the car and he told me no. That night I called the local Corvette dealer and asked to speak to the Manager. I explained to him that I was working with a young man who needed some help with both business goals and a dream; that he wasn't buying a car but I wanted him to test drive it. I also offered to buy lunch for the

Corvette salesman who took my client for the test drive. The Manager agreed and was looking forward to our meeting. The next day, I met with Arthur at the insurance company's office and drove to the Corvette dealer. He had no idea what was in store! The Manager introduced himself and handing Arthur the keys said, "Let's go for a test drive!" Naturally, Arthur was in shock. Forty-five minutes later Arthur returned from his drive saying he had just had the biggest thrill of his life. He realized that not only did he have his dream, but he lived part of it. He thanked me and the Manager and we continued to see potential clients. After that experience, his entire attitude changed. About a year and a half later, I received a call from Arthur telling me the following, "Mr. Paris, the day you took me to the Corvette dealer changed my life and my understanding of how important it is to set goals in your personal life and in business. I am now a proud owner of a Corvette and I am the Number One salesperson in the company!"

Make a detailed list of the rewards and/or benefits for achieving your goals. Make another list of the negative consequences if you do not reach your goals. These steps in the process help determine your goal's true value. If you are unable to cite benefits for achieving the goal and consequences in you fail to, it probably isn't a worthwhile goal to pursue.

WHY DO GOALS GET SET, YET NEVER GET OFF THE GROUND?

Business people set goals but when it's time to take action, many times they fall apart. WHY?

Negative Attitude

- You set goals, but do not know how to go about reaching them. Eighty percent of business people do not know how to start the plan to reach their goals.
- Reach out for a consultant who can help you to reaching your goals.

Fear of Action

- Do NOT surround yourself with negative people.
- Do NOT be fearful of never reaching your goals; you never will if you don't try.

Have a Positive Attitude for Success

- Successful people are those who are effective at achieving desired outcomes because they follow a pre-determined set of procedures that lead to those outcomes.
- Most of our life is spent in our place of business. Take the time to set the goals that will help you succeed in business.

- You take hours to plan a vacation deciding where to go, when to leave and how to get there; put that planning into action to become a **Success in Business**.

I have always dedicated my new year and achieving my goals to someone I love or in memory of someone.

Do you need more information on procedures to follow for **Reaching your Goals**? Do you need help to start and stay focused in **Reaching your Goals**? What are you waiting for? Call Milton Paris today for **Success in Your Goals 2015**.

Milton Paris
President - Getting Ahead in Business
732-306-0040
www.gettingaheadinbusiness.com
Milton@gettingaheadinbusiness.com