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|  | **SMART Goal**  **for Sales** |

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|  | | |  | | --- | | **<Company Name>** | | | | | | | | |  | **mm/dd/yyyy** | |  |
|  | | COMPANY NAME | | | | | | | |  | DATE CREATED | |  |
|  | | **Grow Market Share at least 10% by the End of the Year** | | | | | | | | | | |  |
|  | | SMART Goal | | | | | | | | | | |  |
|  | | **John Smith** | | | | | | | |  | **mm/dd/yyyy** | |  |
|  | | GOAL OWNER | | | | | | | |  | LAST REVIEWED DATE | | |
|  | | | | | | | | | | | | | |
|  | S | | **pecific** | We know the geographic area, the product line, and the level of growth (10%) we are looking for | | | | | | | | |  |
|  | M | | **easurable** | We will be able to measure our goal by tracking new customers, growth in new markets, and overall growth in current markets | | | | | | | | |  |
|  | A | | **chievable** | We grew, overall, by 8% last year and we feel this increased goal is doable | | | | | | | | |  |
|  | R | | **elevant** | Growth goals increases market share | | | | | | | | |  |
|  | T | | **ime-Bound** | We will reach our goal by the end of the year | | | | | | | | |  |
|  | | | | | | | | | | | | | |
|  | **WHAT STEPS ARE WE GOING TO TAKE TO REACHING THE GOAL:** | | | | | | | | | | | |  |
|  | **Action Item** | | | | | | | **Who** | | | **Target Date** | |  |
|  | 1) | | Validate current market needs by geography area. | | | | | Simon Hunts | | | mm/dd/yyyy | |  |
|  | 1) | | Develop a 3-month sales pipe-line | | | | | Area Managers | | | mm/dd/yyyy | |  |
|  | 2) | | Coordinate sales pipe-line with manufacturing dept. | | | | | John Smith | | | mm/dd/yyyy | |  |
|  | 3) | | Monitor sales on a weekly basis. | | | | | John Smith | | | mm/dd/yyyy | |  |
|  | 4) | |  | | | | |  | | |  | |  |
|  | 5) | |  | | | | |  | | |  | |  |
|  | 6) | |  | | | | |  | | |  | |  |
|  | 7) | |  | | | | |  | | |  | |  |
|  | 8) | |  | | | | |  | | |  | |  |
|  | 9) | |  | | | | |  | | |  | |  |
|  | | | | | | | | | | | | | |
|  | **WHAT CAN GO WRONG?** | | | | | | | | | | | |  |
|  | **Obstacle / Setback** | | | | | **Mitigation** | | | | | | |  |
|  | Production equipment breakdown | | | | | Perform regular maintenance on the equipment. | | | | | | |  |
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