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## SMART Goal for Sales

COMPANY NAME					DATE CREATED	
SMART Goal						
GOAL OWNER					LAST REVIEWED DATE	
S	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				
Т	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	Wh	o	Target Date	
1)						
2)						
3)						
4)						
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10)					
WHAT CAN GO WRONG?					
Obstacle / Setback	Mitigation				