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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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