

CREATING PLANS AND OBTAINING GOALS FOR 2014

By Todd L. Poe, BS, STC

At the beginning of each year, we make plans and set goals. This is true for our business as well as our personal lives. We make these plans with the goal of success and self-improvement. Have you ever wondered why the best made plans sometimes fail? Without implementation or a measurement of your plan or goal, these beginning of the year plans can fail and become quickly just words.

Here are three strategies to remember when creating plans and obtaining goals for 2014.

1. Create reasonable and obtainable goals.

For example, let's say one of your goals for 2014 is to improve your company's customer service by making follow up calls after each sale every 30 days instead of every 60 days. This is a reasonable and obtainable goal that can be reached by altering the 60 day follow up calls you are presently making to 30 day follow up calls.



2. Implement your plan to reach your goal.

Select and notify the staff that will make the follow up calls 30 days after each sale. Meet with them and explain in detail how you would like this done. If you would like customers' with last names beginning with A-M called first and then N-Z last, let this be known in writing as

well as a start date of when you would like to begin. Also, make sure your staff receives a complete and current list of your customers' names and telephone numbers so they do not miss calling anyone.

3. Measure your strategy.

Ask your customers' for feedback right after the first call. Ask questions such as "Do you like receiving follow up calls?" Or "Is there anything else I can help you with at this time?" After hearing your customers' feedback, you can measure if your goal of increasing customer service with 30 day calls verses 60 day calls after each sale is successful.



So when you are creating plans and setting your goals for 2014, remember the three strategies mentioned above to help you with your overall success throughout the year.

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