

The following tool for **Creating Measurable Stretch Goals** is adapted from:

## ***The Sales Manager's Guide to Greatness*** **Online sales management training**

This program provides the training course every sales manager needs to immediately increase effectiveness and drive sales growth. To learn more, visit:

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### **Let's chat!**

Use the link [here](https://calendly.com/kevin-101980) (<https://calendly.com/kevin-101980>) to schedule a conversation  
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# Creating Measurable Stretch Goals

*Whether you've already developed annual goals or are just starting that process, here's a checklist that should increase the odds you and your sales team can achieve those goals.*

- ✓ Do your annual goals represent a stretch to a higher performance level?
- ✓ Have you identified specific short-term (3 to 6 months) goals for each of your annual goals? *Show the short-term goals to one or two sales reps and get their feedback on whether they can understand the goal and see how it links to the larger goal.*
- ✓ Are the goals measurable? *It should be easy to tell whether or not you've met a goal.*
- ✓ Do you have target dates for both the annual goal and short-term goals?
- ✓ Have you documented the current state for each goal? What is the current status? Be as specific as possible. Use data or other measurable indicators.
- ✓ Have you identified the obstacles or roadblocks that could stand in the way of achieving each goal? What are you going to do to overcome or at least lower those obstacles?
- ✓ Do the plans for each goal list the actions needed, in sequence, in order to achieve the goal? Do you have target starting dates and ending dates for each action?
- ✓ What resources are required to achieve each goal on time? What is overall demand on your resources? What priorities will you enforce if you have a resource squeeze?
- ✓ Have you communicated all of the goals to your salesforce? Does each person understand their role and expected contribution?