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Business Optimization Worksheet

The first thing to do is decide on why you actually want to make your sales calls. What are your goals? It has been found for the best results, your goals should follow the “SMART” method of goal setting described below.

Your Goals

First the S: Specifically state in the present tense (as if you already have achieved it) what it is you want to accomplish. Example: “I now close 8 deals per month with an average of \$60,000 per month in gross commissions.”

M: Make it measurable. That which is measured increases. How will you know when you have achieved this goal? “I receive my bank statement on (specific date), the balance is \$(fill in the blank). I’m standing in my office with a cup of wonderful smelling coffee, I smile and take a drink, it’s a good blend. I feel thrilled to know that I can truly make this business work this well. I feel like shouting, YES!!”

A: Achievable. Be reasonable, but stretch your comfort zone. Do you have the resources to achieve this goal? If not, can you obtain them?

R: Relevant. Is this goal relevant to your life? What will it allow you to do?

T: Timeframe. What is the timeframe for this goal?

Your Ideal Client

Now it is time to define your ideal client. Think back to all of the clients you have had. Now choose the ones who were ideal for you. For example: These are clients who respect your professional knowledge and your time. They value your services, perhaps they take you to dinner after you close a transaction. They know what they want, they have the funds or financing to purchase. They can make a decision.

Write down the attributes of your ideal client:

Experiences:

- A. Write down a few words to note your most enjoyable experiences of sales success. (Example: Wayne Newton's cousin's estate)

- B. What was your age at your favorite birthday with cake and presents and friends & family? _____

- C. What was the most hilarious moment you can think of? A time when you fell down laughing, or laughed so much it made your face hurt.

- D. When was a time that you felt very, very loved?

- E. What is something that used to be true, but is not anymore? (like you used to have a different car, the particular one you got rid of) Where do you "feel" that in your body?

- F. What is something you know is true for certain? (Examples: The sun will rise tomorrow, I can hold an apple and let go, and it falls to the ground, there are mountains surrounding Las Vegas) Where do you "feel" that in your body?



For more information see:
<http://www.homeofnlp.com>

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