Dear Aquathin Dealer OnLine;

*Last week I had the pleasure of again visiting my friend, Saul Flecha, President of Aquathin de Puerto Rico...and attending one of their destinctive General Meetings. I asked Saul for his permission to tell you all that **I saw one of the most impressive and unique marketing / motivational techniques in my entire life**. Saul gives a lottery ticket for each JobSite Analysis performed to his Salespersons for drawings at his General Meetings. Also elegant plaques are presented to first and second place winners. The leader of the JobSite Analysis presentations at this meeting had **57 in a 6 week period**.....AND guess what....he was also a leading Sales Person. Saul showed me that its simply impossible "not to make sales" if you meet more people and do more complete presentations with the JobSite Analysis...and when a Sales Person makes many sales he becomes self motivated. This is why he motivates and pays his people to make the presentations...sale or no sale. Saul is opening offices 5 & 6 this month...Aquathin de Puerto Rico Sales Team has grown to 150 persons... and again is the Number One Aquathin Dealer in Aquathin Las Americas.*

I also heard his top managers speak to the group with such impressive comments as "we have the best products...you see what the others are like....and we feel great because we help people live better....including ourselves --- a single sale from a 2 hour presentation pays us far better than our daily jobs [90% of Saul's Team are part time]...we are fortunate and give our loyalty to Aquathin!" I have to tell you all, I was overwhelmed with emotion hearing these tremendous managers.

Sam Parker's message below discusses the importance of planning and motivation to be great. Enjoy these lessons from Saul and Sam and set the wheels in motion for 2003 ! But hey, we still have plenty of time left for a great finish this month.

Warmest regards to all,

Saul, Sam & Alfie

P.S. "Splash NewsBulletins", "Forum Q & A" , "Allergic Reaction" , Biz Bank, Tech Bank and Quote Bank... ARE ALL FREE services to all Authorized Aquathin Dealers and their clients to keep you abreast of technology updates and industry news.

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the sales goals

Bottom line… sales success is based on dollars ultimately generated. <u>There are certainly several additional organizational contributions that the salesperson can (and should) make</u>, but when evaluating a salesperson's value… sales **results** are primary… and results are best achieved when goals are formalized (no epiphany here). So, commit now, to winging it no longer. Don't allow yourself to say, "What happens… happens. I'll just do the best I can." Don't listen to those who suggest goal planning is "fluff"-- whether they're successful in sales or not. All else being equal, the sales professional who formally sets performance goals is the one to bet on. Leave permission-based failure to your competitors. You know formal goal setting is a good investment of your time, so make sure you **get it done** if you want to succeed.

If you've not had the opportunity to formally set your the coming month, quarter or year, consider using th setting worksheet below to help you. Because sales environments, processes and organizations can diffe significantly, you may need to rework some of the po problem. Use what you like and toss what you don't l make sure you do it (in writing) or you'll always be su your environment (a boat **hoping** the current will brir safely into the harbor).

<u>You do not have our permission to fail.</u> Yes, you're human, but in our book that means you sell… go to work.

results

☐income target
☐less base salary

   --equals commission/ bonus target
☐commission/ bonus target
☐divided by the average commission/ bonus earned per sale

   --annual unit sales target to reach income target
☐annual unit sales target
☐divided by 12 months

   --equals monthly unit sales target
☐annual unit sales target
☐divided by 50 weeks (assuming two week vacation-adjust accordingly)

        --equals weekly unit sales target

activity

☐average outbound calls per [day, week, month] (method typically used-phone, in person, etc.) to engage in an init
   interview
☐average number of initial sales interviews or demonstrations per [day, week, month] to find a highly qualified prosp
   where a contract or proposal will be developed and delivered

☐ average number of contracts or proposals delivered per [day, week, month, quarter] to close a deal

activity/ results formula

(given the activity averages and the results targets above)

☐ outbound call target per [day, week, month]
☐ outbound initial sales interview target per [day, week, month]
☐ outbound contracts or proposals delivered per [day, week, month]

development

☐ targeted future position or professional status
☐ targeted time frame
☐ targeted number of professional development classes or seminars to attend during [month, quarter, year]
☐ targeted number of professional development books/ audio tapes/ video tapes to complete during [month, quarter
☐ targeted number of professional events to attend during [month, quarter, year]
☐ targeted number of comfort zone challenges for the [month, quarter, year]
☐ list specific titles or names for targets above that are currently known

additional organizational contributions

☐ targeted number of product or service ideas to be submitted during [month, quarter, year]
☐ targeted number of improvement suggestions to be submitted during [month, quarter, year]
☐ targeted number of company activities to participate in, outside the sales role during [month, quarter, year] (e.g., t
   others, strategy sessions, writing an internal newsletter, etc.)
☐ list specific ideas, suggestions and activities for targets that are currently known

professional mission statement

☐ professional mission statement for [month, quarter, year]

_____

2003goals

goal statements should be…

written…   in your control…

specific…   positively stated…

_____

my sales **process** improvement goal(s)…

goal statement	goal priority
type goal statement here	type number here
type goal statement here	type number here
type goal statement here	type number here

my sales **skill** development goal(s)…

goal statement	goal priority
type goal statement here	type number here
type goal statement here	type number here
type goal statement here	type number here

my **personal** improvement goal(s)…

goal statement	goal priority
type goal statement here	type number here
type goal statement here	type number here
type goal statement here	type number here