

3 Key Business Development Wins for the Week

Monday, _____ to Friday, _____

Sales goals are achieved through incremental progress made weekly.

To that end it's important to look at each week as an opportunity to advance 3 steps towards the accomplishment of your high-level goals.

- Each Sunday, look at your Sales Goals for the latest period of measure.
- Then, think about what would constitute 3 business development wins by Friday. Examples, a contact made, a meeting scheduled, a project proposed, etc.
- Commit to your 3 wins for the week, and the critical action steps needed to accomplish those wins by declaring them on this form. Next, look at your calendar and block the appropriate time needed to get the work done.
- The best plan of attack is to go after these wins with focused time each day.
- At the end of the week review your goals, the steps you took, and whether you achieved your three wins. Identify what you did that worked, what didn't, and what you will do differently next time.

Declare the three wins you will achieve by week's end and your action steps.

Win One

What is the first win?

What actions are needed to accomplish this goal?

Win Two

What is the second win?

What actions are needed to accomplish this goal?

Win Three

What is the third win?

What actions are needed to accomplish this goal?

On Friday, review your week and note what worked, what didn't, and what you can do differently to accomplish your 3 wins next week. Make notes below. Doing this each week will make you very productive and clear about how to achieve your business development goals in each measurable period.