

Dreaming of Success vs. Planning and Working for Success

AVP Advice - September, 2018

By: Jeff Buennemeyer, Area Vice President

As we wrap up our 2018 sales season, I truly hope that this year has been your best year ever, and that 2019 will be even better!

This poses a question though – regardless of if you just had your best year or if you struggled, do you have plan in place to assure that 2019 will be your best year ever?

Ask any successful person and they will tell you that success does not just happen. No one simply wakes up and to see success just drop into their laps. Oh, there are a few odd examples of people winning the lottery or finding luck in Las Vegas, but I think we can all agree those are the very rare exceptions. In fact, there is an old saying, “Some people dream of success, while others wake up and work hard at it.”

Any great success begins with a plan, a road map, and a goal with specific calculated tactics and actions. Each year at this time, I feel it is important to reflect back to one of our past [AVP Advice](#) articles that outlined how to create your plan for success. This outlines a weekly, monthly and annual activity plan for every sales representative. It is all about knowing your numbers and building a plan around them.

As we move into 2019, I challenge each one of you to go through this exercise and create your own success plan. Work with your leadership to agree on a 2019 goal, and set your targets based on your actual 2018 results. In this exercise, the [Sales Planning Tool](#) will help determine what it will take to hit those goals.

Now that you have a plan, it is time to work your plan. Colin Powell once said, “A dream doesn't become reality through magic; it takes sweat, determination and hard work.”

In the sales world, nothing could be truer, and your plan should always be based on past factual results. Once you have your plan in place, review it weekly, adjust when necessary and hold yourself and your team accountable.

Anyone who has worked in sales knows, sales is a tough job and one that takes a lot of self-motivation, drive and self-determination. Just like any success story, you must have a clear plan and disciplined, persistent execution.

I encourage each of you to set these targets in [TEGGPro](#) and use the Sales Activity Reports TGS-155, TGS0033, and TGS-241 to assure you to assure you are staying on track to meet your goals, and demonstrate to your leadership and team that all of your efforts are invested.

If you are a leader, this report is about communication and accountability. You need to know what your sales team is focused on, how to hold them accountable and how you can support them. After all, their success is your success, so review the results weekly and make adjustments when necessary.

I am confident that if each of you takes the time to create your 2019 sales and activity plan, and if you work this plan and hold yourselves accountable to those activity objectives, 2019 will be your best year ever!

