

The Sales Edge

11 Steps To Achieving Goals
How To Set & Achieve Any Goal You Want...
Chris K. Randolph



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Having spent 6 years as a military officer, **Chris Randolph** was ingrained with the basic building blocks of management & leadership. Experiencing the challenges in successfully motivating individuals from different backgrounds for a common cause, Chris realized that this was one of his natural talents. He began devouring material on leadership, relationships, persuasion and rapport.

In the last 17 years, Chris has applied himself to the study and practice of professional selling, management & leadership techniques, negotiation techniques, presentation skills, fine-tuning life purpose, goal identification & achievement, script writing & marketing.

Expanding on this talent, & applying this powerful information, Chris began a stellar entrepreneurial and sales career. Even though he owned 3 successful businesses, the passion and profession of selling was flowing in his veins, and because of this, was involved in not only the day-to-day operations of a business, but also functioned as highly productive sales representatives of these companies. In addition, he taught his team techniques that made them perform with excellence.

Through his studies and the application of these skills, he was able to break through an unreasonable fear of cold calling and has made over **230,000 telephone cold calls** and over 3,500 in-person presentations! Using his personal experience, Chris has been able to identify key areas that make professional salespeople great. Chris' areas of excellence and expertise includes Power Goal Setting, Building Trust & Rapport, Psychology of Successful Selling, Telephone Selling Strategies, Sales Scripting, Negotiations, Overcoming Fear & Reluctance in Sales, Handling Objections, Being More Productive During the Selling Day, and the key areas of importance in the sales process.

Through the practical applications of these techniques in every-day selling, Chris is highly skilled in transferring the techniques he has learned through his one-on-one coaching, group coaching, tele-seminars, interactive workshops, articles and seminars.

He is the author of the book "***The Sales Edge: the Difference between an Average Salesperson & the Successful Sales Professional***", a sales manual designed for both the novice and proficient salesperson. The "***Sales Edge***" describes the whole sales process in a clear concise manner with field-tested and proven strategies. The book is dedicated to the mentors that he has learned from with great success. Chris is also the author of "***Power Negotiating Secrets***", "***25 Ways To Increase Sales Now***" and "***World's Greatest Closes***".

In today's marketplace, being good is not good enough. Chris' success philosophy is two-fold.

Skill set is tools of selling, product knowledge, asking for referrals, knowing what to say or do, perfecting the presentation or demonstration, handling objections, prospecting strategies, marketing systems, trial closes and everything in our sales tool belt. Skill set is the knowledge.

Mindset is having the attitude and focus to utilize our skill sets. It's having the focus and determination of continuing to use our skill sets even in the face of rejection, of losing the sale, or making phone call after phone call. Mindset is application of all of this knowledge.

In his caring, yet firm no-nonsense approach to coaching and sharing his powerful information, Chris is able to help his clients transform themselves with a clear sense of purpose. You will find yourself exposed to powerful strategies that will transform your skill level. You will develop a game plan for your financials, profession and life. ***You will get the edge!***

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The first thing I would like to do is congratulate you on requesting this powerful information. This e-book is a full and complete chapter from my highly successful, insightful and powerful book [“The Sales Edge: The Difference Between The Average Salesperson & The Successful Sales Professional”](#).

Once you’ve read the chapter in its entirety, I strongly encourage you to follow the steps outlined. The process is easy to outline but it’s going to be hard to implement. Remember this... If it was easy, then everybody would be doing it.

I’ve also included my full contact information as well as my bio for you to look over. If you have any questions, please do not hesitate to send me an email or give me a call.

Thank You & Best In Success!

A handwritten signature in black ink that reads "Christopher Randolph". The signature is written in a cursive, flowing style.

Christopher Randolph

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Christopher Randolph
The Sales Edge

Chapter 11: How To Set And Achieve Any Goal

I believe that goal setting is a skill. Now, there are some that believe that it is an art. I say “hogwash”! It is a skill that can be learned.

It is a skill that you can use to achieve ANYTHING you set your mind to, whether good, bad, legal, illegal, moral, immoral, facetious, or altruistic. Of course, I am only being facetious. We only encourage good goals!

If you do not have clear goals, the future looks hazy and ill defined, and you only wish for things to be different. It has been said that a dream is a goal without a clear action plan and deadline.

When you do not have a clear destination, you are often all dressed up with nowhere to go. You may have some success, but lack real progress in any direction. Without clear goals, you may never live up to your full potential because you do not put in 100% of your effort because it is just not that important.

Without clear goals, you think that your life could or should be better, but you just do not know how.

An individual I used to work for shared this experience with me; he was helping a friend of his move and they were clearing out a hallway closet when they came across a stack of his old journals.

They looked through them and read through a few pages of goals his friend had written out a few years ago. Turns out his friend had achieved every single one of his goals he had written out!

He told his friend that he must be pretty happy since he had achieved all of his goals over the last couple of years. His friend replied that not only was he not happy, in fact, he was downright pissed off!

WHY?

His reply, “If I had known I was going to achieve all of my goals, I would have written BIGGER GOALS!”

There is something powerful about the written word. It makes our thoughts and feelings a reality when we put them on paper.

I used to love to eat (and my wife would say that I still do!) In fact, I ate so much; I used to weigh around 317lbs. In 4 years, I had put on almost 120 lbs! I was a heifer.

I was always telling myself that I wanted to lose the weight. I really wished I weighed less. I dreamed of being able to wear my nice clothes again. But I did not do anything. I did not do anything for about 2 years. It was all talk with no action. My solution to the problem was to buy bigger clothes.

Then, one of my most brilliant mentors, Dr. Donald Moine, PhD, shared a strategy with me that has helped me achieve every goal I put through his strategy. I loved it so much I added an initial step.

1. Determine your reason(s) why you want this outcome.
2. Establish your ultimate outcome with a date of accomplishment.
3. Develop a superior strategy
4. Implement the strategy with massive action.

In a simple expression:

WHY > WHAT > HOW & WHEN > DO IT

Step 1 and 2 could be interchangeable; you can come up with either one first. A famous quote states that for positive change to occur, dissatisfaction must be evident or present.

I had an outcome, but there was no date attached to it because I had not identified my “reason why” I wanted to realize this goal.

A while ago, I had to make a business trip to Malaysia. The plane ride was almost a total of 18 hours in the air.

When I got on the plane and was getting myself settled in my seat, I was trying to wear my seat belt. It was challenging because of my extensive girth, you see.

While I was trying to do this, a PYT (pretty young thing) flight attendant came over, leaned in to me and helpfully said, “Sir, would you like an extension for your seat belt?”

“An extension for my seat belt?” I thought to myself, “You’ve got to be joking!”

I sucked my gut in, cinched the seat belt, clicked it in, and wheezed, “No, thank you”.

It was about a 14-hour plane ride. This became one of my reasons why I needed to lose the weight. I would never allow anyone to ask me if I needed an extension for my seat belt ever again.

On the way back, however, I asked for one because I could not take that again!

So here is how my four steps looked like:

1. I will weigh 195lbs by Dec 31st 2006.
2. I will achieve this goal because of the following reasons:
3. My action plan:
 - i. I will cut down my food intake by at least 20%
 - ii. I will ride my bike 3 times a week for a minimum of 30 minutes each time.
4. Implementation

Using these steps, with 7 months to go before my deadline, I am about 55lbs away from achieving this goal. I have absolutely no doubt that I will achieve that goal.

There are some categories of goals that you should identify. To help you along, I have some suggested areas to help you along.

Feel free to create and add some of your categories:

1. Personal
2. Business
3. Career
4. Financial
5. Relationship
6. Spiritual
7. Life Achievement
8. Health
9. Fitness
10. Mental
11. Educational
12. Environmental

We had a client named Kathy and she works in a very glamorous industry.

She sells paper boxes. She had been doing that for about three years and her monthly average check was about \$6,000. \$6,000 a month for three years. Not too shabby.

When we started a coaching relationship with her, one of the first things we did was put her through this goal setting process and helped her create, define and implement her action plan.

So her goal was to double her income. So she had been making \$6,000 a month and now all of a sudden, she wanted to jump to \$12,000 a month. Pretty big goal, huh?

When she did not tell us was that she secretly increased her goal from \$12,000 to \$30,000. She said if she was going to get crazy, she was going to go all the way.

So Kathy followed her action plan very well. Can you guess what her next month's check was? She made \$6,000 again! She failed in her goal. Can you guess what she made the next month after that?

Well, she failed again... she only made \$27,800. However, did she cry about it? Heck no. She was ecstatic. Interesting isn't it?

Let me introduce a plan that's called the G.I.A.P. (Goal Identification and Achievement Process). It consists of a series of steps that you take in order to achieve any goal that you set your mind on.

A question that you should be asking yourself is, "If I absolutely knew that I was going to achieve my goal, what would my actions be today?"

Step 1

Identify the 5 most important goals that you want to accomplish over the next 90 days and write them down individually. These could be anything that you want to achieve over the next 90 days, be it personal, professional, religious or financial.

Step 2

Identify the reason that you want to accomplish each goal and write each reason down. These reasons have to be strong enough to help you weather and overcome the challenges that will come up in your journey to achieve these goals.

Step 3

Write down a list of all the action steps that must be done in order to accomplish each goal. Anything that comes to mind, write it down, because writing something down make it come to life.

Step 4

Rewrite the list of action steps, prioritizing the action steps for each of the goals that you have come up with.

Step 5

Make a written plan of action: You may choose to simply do the action steps for each goal in the prioritized order and have that as your plan of action. When you actually begin to write out a plan of action I am sure that you will find other things that you did not think of when you listed your action steps.

Step 6

View your goals on daily basis: Get at least five 5 x 7 index cards and

write all five of your goals on each note card in big bold letters with a marker. Post these goal cards in places where you see them on a regular basis. I would suggest these locations; bathroom mirror, bedroom mirror, refrigerator, dashboard of your car and your workstation.

Step 7

Speak your goals out loud several times a day: Words have TREMENDOUS power. We have the power to speak things into existence. Speak your goals out loud 5 - 10 times a day. When you speak your goals, speak them with power and belief. Get excited about the things that you are going to accomplish over the next 90 days. Because it is going to happen!

Step 8

Visualize your goals on a daily basis: (Example: See yourself in your mind's eye accomplishing your goals. Think about how great it will feel to succeed in this area of your life.

Visualize these things on a daily basis, believe and see yourself accomplishing your goals. I want you to imagine what it will feel like when your goal becomes a reality and your dreams come true!

Step 9

Share your goals with others: Find positive minded people who will support your success and share your goals with them. Stay away from the negative people that will simply discourage you, or laugh at you and hold you back.

Step 10

Get an accountability partner. Find someone who is success minded and goal oriented and make yourselves accountable to each other. Commit to email your daily schedule to each other each day along with a progress report of the current day's activities.

Be ready to offer advice, encouragement and motivation to your accountability partner. Be ready and open to receiving the same.

Step 11

Review your goals on a weekly basis. It is not only important to see your goals on a regular basis, it is just as important to remind yourself of the

reason that you want to accomplish your goals and the action you must take in order to accomplish your goals. It is also important to review your actions each day to make sure you are staying on track with your plan. Ask yourself this question:

Are my actions consistent with my goals?

If your actions are not consistent with your goals, change your actions!

Follow this structured plan diligently and you'll achieve whatever goal you've set your sights on.