

SUCCESS NEWS:

Think of Every Week As If It's The End Of The Quarter by Jeffrey Mayer

“Jeff, I’ve got a question for you.”

“What is it, Tom?” One of my consulting clients asked.

“Why is it that when the end of the quarter approaches I work very hard to close my sales opportunities so I can hit my numbers and make quota. But I don’t work nearly as hard at the beginning of the quarter.”

“The end of the quarter is your deadline. You’re running out of time. You’ve got to buckle down. You’re forced to concentrate. If you don’t make your numbers, your sales manager isn’t going to be happy and you’re going to be called on the carpet for poor performance.

“But, Tom, if I may ask, what are you doing with your time during the first two months of the quarter?”

There was a L-O-N-G, pregnant pause.

“I don’t really know. But I do know that I’m not nearly as productive during the first eight to nine weeks as I am during the last three weeks of the quarter,” Tom replied.

“Successful performers play mind-games with themselves so they can improve their focus and level of concentration. This helps them hit their targets and achieve their goals. They do this by breaking down their large goals into much smaller ones.

“So here’s an idea: Think of every week as if it were the end of the quarter.

“That will force you to stay focused on the work, tasks, projects and opportunities at hand. Do the things that generate great results, and stop doing everything else.”

Tom grabbed this simple idea and ran with it. Over the next few months his sales – and income – rose dramatically because he was now focused on weekly results instead of quarterly results.

Create A Sense Of Urgency

Sometimes the goal is too far away to be meaningful. As a result, there’s no sense of urgency.

This is the easy way to break down your goals:

1. Take your quarterly goals and break them down into monthly goals.
2. Turn your monthly goals into weekly goals.
3. Turn your weekly goals into daily goals.
4. Turn your daily goals into morning and afternoon goals.

Here's the KEY question:

What activities do I need to be doing every morning and every afternoon to achieve my daily goals?

You can't manage results. But you can manage your activities. When you do the right thing – day after day, after day – you get the right results.

Create a plan – with a step-by-step process – and work the plan.

The final step is to record your daily results on a spreadsheet and match them to your goals.

With clarity of focus you'll be much more successful.

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