



The Don Hutson Report

© 2018 - 2019 Don Hutson

Global Expert on Sales & Negotiations

Volume 2019, No. 7

March 26, 2019

How To Be 100% Certain That You Hit Your 2019 Sales Goal

Proviso Number One: you know what your *sales goals* are for this year.

Proviso Number Two: you know your *numbers* from last year!

Here are some questions about your numbers that you need to answer (all simple math – add, subtract, multiply, divide – no advanced math or calculus!) to see where we are going with this:

1. How much money did you make last year?
2. What was your total sales volume?
3. How many sales did you make?
4. How much did you make per sale?
5. How long was your average “sales cycle”? (Definition: the length of time which transpires from the first call on someone regarding the sale of a certain deliverable until you get a firm order)
6. Are you running the same numbers for the first quarter of this year?
7. Have your averages changed? If so, how? Why?
8. If you made \$100,000 last year and your goal is \$120,000 this year, how much more do you have to sell?

If you really want to analyze your numbers, compute how many calls you made for a specific level of results you achieved last year. By applying your answers to the questions above, you will be able to ascertain exactly what will be required of you to achieve your goals for this year.

Alert! Very few sales professionals take the time and energy to run these numbers. You ask, “Why not???” That would be tremendously valuable information!” Yes, it would, but most sales people are just not committed to maintaining that degree of accountability.

Hear this! If you know your numbers and conscientiously figure out what you must do to reach your current sales goals, and follow through in a relentless and timely manner, you WILL succeed! It is a matter of personal discipline.

My advice! Run your numbers and you will know every day what you have to do to make your averages and your results improve. Embrace the process.

If you are not sold on this plan of action, get on Amazon and find the book (now out of print, but used copies are available) entitled *How I Raised Myself From Failure to Success in Selling*, by Frank Bettger. Your sales career will never be the same!

My sales manager many years ago, Dick Gardner, once said to me, “Hut, if you’ll take care of your numbers, your numbers will take care of you!” In those days we were selling enrollments in sales seminars, and based on his advice I kept up with my numbers. It really wasn’t very laborious; in fact I found it fun and interesting, and will admit today that it took me to the next level in sales performance!

He was very bright, and he knew that the attitudes and performance factors of sales people are cyclical, not constant. On one occasion, I had had a lousy day and he noticed I was a bit down that afternoon. He said, “Hut let’s talk. Your attitude is at a lower level than usual so I’m going to guess that you have had a bad day.”

I said, “You are very perceptive, Dick. I’m surprised you picked up on that!” He said, “I can read you like a book, man. Let’s analyze your day and find out where you got off track.”

He then proceeded to tell me that everyone is periodically thrown a curve ball that knocks them off track. Rejection usually factors into the picture. The key is to figure out what’s going on and recover your equilibrium. Then he gave me the gem of wisdom that has helped me and my clients for decades! He said “Until and unless you identify and confront whatever is immobilizing you, you will never be as good as you were meant to be!”

He reviewed my numbers and confirmed that I was not paying enough attention to my track record. I had become too vulnerable to rejection and resulting negative emotions of the moment. High achievers can eat rejection for two or three meals a day, yet it never slows them down. They go right back to their numbers and realize statistically they are much closer to getting a YES on their next call!

The more dedicated you are to always *knowing your numbers*, the greater the certainty that, when disciplined for action, you can *always hit your sales goals!*



Please take two minutes and watch this short video on our newest deliverable at U.S. Learning – the Don Hutson “Dynacast”.

(Click on the image at left.)

Note: I suggest that you follow this link to The Don Hutson Report Library to review the previous issues. <https://donhutson.com/dhreport-library/>

Here’s our latest approach to sales Promotion; The Don Hutson QuikLook Media Kit. *If you are a Corporate or Association Meeting Planner, you will want to review Don Hutson’s Flipbook Press Kit and consider him for your upcoming events. Just click on the image below.*



The U.S. Learning Online Learning QuikLook *allows you to review our four top-level programs on Sales, Negotiations, Sales Management and Leadership with sub-topics and video excerpts for educating you to be your best! Just click on the image below.*



Don Hutson is a #1 NY Times and Wall Street Journal

International Best-selling author, a Hall of Fame speaker,
and CEO of U.S. Learning based in Memphis, TN
www.DonHutson.com