

## ★ What gets measured gets done

### *Measure your way to success*

There are a number of ways you can measure the success of your business and the progress being made toward future sales growth.

The best way to put some additional focus into your sales efforts is to make sure that you are setting measurable goals for yourself on a daily, weekly and monthly basis.



These goals might include:

- **Number of new sales calls.** Use sales calls as an opportunity to position yourself as an expert and start a relationship with a potential new customer.
- **Number of calls to current customers to encourage repeat or referral business.** Existing satisfied customers trust you already and will encourage their friends and family to use you as well. Don't forget to ask them to post a review on your Kudzu profile.
- **Number of industry events attended.** Networking has extra importance right now as people reconnect with their contacts and take advantage of opportunities to make new ones. This is also a great chance to learn about new trends and tips for your industry.
- **Number of hours spent on industry research.** Read industry publications, watch industry-related programming, visit sites and blogs related to your industry and stay on top of developments so that you can take advantage of opportunities coming down the pike.
- **Number of new things tried.** If you are no longer getting the desired results from the traditional business methods, you may want to try something new. Just be sure it is in line with your overall brand strategy.

Develop the measurements that make the most sense for your business, and challenge yourself to come up

with ways to save on expenses each month, increase the efficiency of your service, reduce the amount of time it takes to complete a job or tighten your sales cycle.

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