



## Setting Selling Skills Goals

**LESSON OBJECTIVE:** This self-evaluation tool can help employees evaluate their own selling skills, then set some goals for improving those skills.

**ESTIMATED COMPLETION TIME:** Approximately 10 minutes to complete the survey and write down a few goals to work on in the coming year. Allow another 5 or 10 minutes for any employees who wish to share their goals with the group.

**HOW TO USE:** Hand out worksheets to employees and allow them to work independently. As employees are setting their goals, remind them that it's best to set goals that are measurable and attainable.

- Measurable goals are those where there is a clear result. For example, saying "I want to do better at learning customers' names" is not a measurable goal. Saying "I want to learn the names of five customers over the next month" is a measurable goal.
- Attainable goals are goals an employee can reasonably attain. For example, saying "I want to learn the names of every customer that walks into the store" is not necessarily an attainable goal. However, suggesting "I want to learn the names of five customers" is likely to be more attainable.

**ADDITIONAL DISCUSSION:**

Let employees share their survey results or goals they have set for themselves. See if your team has a common area that several employees are looking to improve in the coming year. Sharing goals and survey results may also allow employees to learn from each other or offer suggestions.

This survey covers just a few of the best selling practices employees should be following. There may be others that you emphasize on a regular basis. Use this time to review the particular points of the selling process you would like to emphasize.

**ADDITIONAL TRAINING:** For a refresher on the selling skills process, have employees take NHPA's Basic Training Course in Selling Skills, available to NHPA members at [www.yournhpa.org](http://www.yournhpa.org).