



***Goal Setting Role Play Notes
“The Prima-Donna”***

Steve: How much money do you want to target this year?

David: I'd like to maintain my level of earnings, which is and has for many years been well into 6 figures. But I need to be on the road to do it, so I hope that this won't take very long.

Steve: We'll try to keep it short and simple David, but your participation is very important to me and to the rest of team.

David: Given my track record, I'm just not sure I need this. I already know what it takes to be successful.

Steve: We're putting this planning process in place to help our newer reps achieve levels of productivity that we hope will approach your own. You are in a position to lead by example, or potentially make a good program harder to implement with our newer reps. If you represent that you can be successful without planning, then the rest of the team will ask why they need to do it. We need you to take a leadership role by working with me to establish a business plan for your territory to set the right example for the rest of the team.

Goal: Get David bought in as an ally by positioning him as a leader by example.

Steve: Let's go through the goal setting questions to establish your targeted levels of activity and productivity.

David: Fine, but I hope I'm not signing up to anything unrealistic here. I would hate to feel that as successful I am, I will be micromanaged based upon the hypothetical numbers.

Steve: The goal here is not to micromanage you, David. If we go through this process and capture your activity levels accurately, then I will have some very valuable information to communicate to the rest of the team exactly what it takes to achieve success in their territories as you have achieved success in yours. You know what it takes – you do it intuitively. We want to capture what you do so we can set the standard for rest of the team. And if you are honest and accurate in your representation of your actual activity levels, then there should be no problem achieving the goals you set for yourself.

Note: We are focusing on capturing the activity levels of a successful rep to set the standard for the rest of the team. And by quantifying the successful rep's goals based upon his own representations, we are effectively increasing his level of accountability for maintaining the activity levels that are required for continued success.