

## Sales Behavior Plan Development Check List

Action Step	Done (check mark or date)
1. Be clear on the profile of your ideal target audience. If you haven't done this, go back and view Module 2 video 5 before you continue to #2.	
2. Use the Sales Behavior Plan spreadsheet to make a list of behaviors that will help you reach that target audience.	
3. Determine how many of each behavior needs to be done daily, weekly, or monthly. A starting point would be to choose a number you think you can accomplish and then work toward that number.	
4. Now, carry out your plan by doing the behaviors on your list	
5. Track your behavior as well as your "mood".	
6. Evaluate your performance – behaviors and mindset – at the end of the day, and plan to make up for any actions you missed the next day	
7. After a week/month/quarter, calculate your personal sales statistics:	
Leads to appointments (divide #appts by # leads)	
Appointments to sales (divide #sales by #appts)	
8. Evaluate your overall sales performance in light of your results to decide what needs improvement (mindset, behaviors or technique)  Go back to 2. and start the process again with the adjustments you've chosen.	