

Pacesetters Class



Lesson 5



Pacesetters Lesson 5 – Short-Term Goal-Setting and Persistence

CONGRATULATIONS, YOU have made the decision to go to the top! YOU ARE FANTASTIC! Wasn't the past month fabulous? WOW! Here we are in our second month – already! Can you believe it? The accomplishments you've made during the first month are ASTOUNDING! And you were only in low gear! I bet you were amazed at how your achievements were directly proportional to the effort you put forth!!!

Now we're ready to shift into second gear and CLIMB, CLIMB, CLIMB!!! Can't wait to celebrate you as the best!

Courage and Perseverance

Hopefully, everyone is aware that not every selling appointment is going to be a good one, just like not every day is a good day, or what we would like it to be. Well, there are two things we all need to keep in mind:

- 1) We, ourselves, do not succeed or fail; it is the task or project we are performing that succeeds or fails!
- 2) The FACTOR that determines success or failure is the amount of COURAGE and PERSEVERANCE that we put forth!

Isn't that wonderful news? YOU are NOT a failure!!! So, get any hang-ups you have about being a failure OFF your shoulder and be about your work with every ounce of courage and perseverance you can have... and you will be on your way to the TOP!

This poem will tell a lot about yourself:

When faced with disappointment, difficulty or trouble --
do you faint – or fight?
do you worry – or work?
do you drift – or drive?
do you talk – or plan?
do you quit – or quicken?
do you wait – or “wade in”?
do you dictate – or direct?
do you hope – or hustle?
do you delay – or decide?
or... do you just make excuses?

People with COURAGE who exercise PERSEVERANCE do not make excuses, and you are all showing me that there is a lot of courage in our group of PACESETTERS!!! A wishbone won't get you as far as a backbone, and as someone once said, "Work will win where wishing won't."

Plan for Postponements

Something we *all* must come to full terms with is that you are dealing in a PEOPLE business... and where people are involved, so is sickness, change of plans, different personalities and many other things that can affect OUR business. This is where postponements and cancellations come in.

YOU MUST ANTICIPATE AS HIGH AS A 50% POSTPONEMENT RATE!!! That means if you want to *hold three* group-selling appointments next week, you'd better *BOOK FIVE OR SIX*. If you only book three, you are heading into a possible "no-show" week.

Until this fact is fully accepted, you are playing see-saw with reality and your emotions, as well as your business!!! As a Consultant, your responsibility is to learn how to professionally and thoroughly COACH your hostesses. It is your responsibility to instill in your hostesses the knowledge that when a date is set and then changed, it totally disrupts your schedule. You are short-changing yourself and setting yourself up for frustration and disappointment!

And, secondly, it is your responsibility to be prepared for postponements! Therefore, it is imperative that we learn to *double book*. That means to *book 50% above* what we want to hold! *TO HOLD 3 – BOOK 5 or 6!!!*

If they all should hold – LUCKY YOU!!! You get to choose who you want to do business with this week! And then, MARY KAY was so smart, you DOVETAIL the others to your business associates! Either way, YOU WIN! It's a WIN/WIN situation! Why set yourself up for anything less when you can always win!!!

The lesson to be learned from this discussion of booking/coaching:

When you exercise PERSISTENCE, PERSEVERANCE and COURAGE, you go over, under, around and through to achieve the success of the project you are working on. It's an attitude! You CHOOSE to have 3 selling appointments a week and do what you need to do, based on the facts, to assure success, rather than accepting whatever happens!

Why Short-Term Goals are Important

So, how do we develop these qualities of COURAGE, PERSISTENCE and PERSEVERANCE? As the mind can only absorb what the seat can endure, we can only persist as far as we can see. What I'm saying is that it is a lot easier to

persevere in our business-building activities when we can see the end – the goal. This is why when you set a Seminar goal, and you get home, you often get off track. You can't see 365 days into the future. Why do so many of us insist on delaying gratification for an entire year, and then, in the meantime, lose sight of the goal? What is easier is to see through the tunnel of this quarter, and easier to see to the end of this month, this week, and easiest is to see through TODAY!!! You can't eat an elephant in one bite... but you can eat an elephant a bite at a time! You have to take everything a step at a time. This is why SHORT-TERM GOALS are so important! They keep us on track for your long-term goals, while always reaffirming your success!

Many of us have ideas of what BIG goals we would like to achieve in Mary Kay – the difficulty lies in breaking down these large goals into small, achievable, non-overwhelming, easy-to-chew SHORT-TERM GOALS! What are short-term goals? They are goals (or tasks) that can be achieved within a week's time on a daily basis. Inherently then, short-term goals set us up for consistency – a quality we all know is greatly responsible for long-term success! WOW! The pieces are starting to fit together!

New Tool to Help You Track Your Short-Term Goals

Now you are ready! At this point, I would like to offer you a *TOOL*! This tool will help you keep on track for your SHORT-TERM GOALS. This tool was designed and shared by Independent Senior National Sales Director Gwen Sherman. And she believes it is the single most important tool that has built success in her area, and for many who have embraced it! This tool is *My Road Map to Success*. The pavement of the road is composed of your DAILY ACTIVITIES. If you don't stay on the pavement, the road becomes bumpy and the ride takes longer.

Just as you can only see as far as the terrain allows, you can only see as far as the end of a week. As you take a week at a time, at the end of a month or quarter, you can look back and see what you've accomplished. Just as you go up a hill, the higher you go, the further back you can see. But more importantly, once you reach the top, you can see what lies ahead of you. And this map allows you to see your final destination (your long-term goal) and to stay on the right road that is the shortest, most effortless route.

This road map is easy to use on a daily and weekly basis and helps you keep track of what needs to be done; and therefore builds persistence! It's so simple and always guides you as to the work you need to do to reach your goal. Make it a game and reward yourself when you reach your goals for a week. You can also challenge yourself to see how early in the week you reach your goals.

Recommended Weekly Tasks

Did you know that every phone call, every contact puts you closer to your yearly goal? Look at the various tasks below. Each of these tasks, when done on a daily basis, will help you move closer to your year-end goal. Below each task, I've made a suggestion as to how many of each task you might want to do each week to help you reach your goal. Take a look at my recommendations, then go on to the chart on the following page.

Phone Calls

Includes calls for reorders, bookings, meeting invitations, pre-profiling, coaching or follow-ups that result in contacting the person you want to reach. Does not include leaving a message, no answer, etc.

Goal per week: 20 – 50

Retail sales

Includes sales from selling appointments and reorders

Goal per week: \$300 – 400

Booking attempts*

Number of *attempts* to book selling appointments

Goal per week: 15 – 20

Selling Appointments booked*

Actual number of selling appointments booked. These should be group-selling appointments with at least three in attendance.

Goal per week: 7 – 10

Invitations

Invitations offered for prospective business associates to attend weekly sales meetings or other guest events

Goal per week: 5 – 10 per function

Team-Building Prospects

You should have at least one, maybe two, prospects from each selling appointment

Goal per week: 3 - 6

* Remember the 50% postponement rate. In order to reach your booking goal per week, you'll want to DOUBLE the number of booking attempts. In order to reach your selling appointment goal per week, you'll want to double the number of selling appointments actually booked.



MY ROAD MAP TO SUCCESS

1. Make a clean copy of this chart for future use.
2. Decide which five days of the week you plan to work your Mary Kay business and note those days on the chart.
3. In the *Weekly Goal* row, write down your goal for the week under each task.
4. Track your tasks as you accomplish them using the slash method.
5. At the end of each day, subtract that day's total from your goal. This will tell you how many tasks you have left for the week.

	Phone Calls	Retail Sales	Booking Attempts	Appts. Booked	Invitations	Team-Building Prospect's Name
Weekly Goal						
Day 1: _____						
Day 2: _____						
Day 3: _____						
Day 4: _____						
Day 5: _____						
Total						

Pacesetters Assignment for Lesson 5

1. Warm chatter book 5 people for a Mary Kay facial or On-the-Go appointment.

2. Hold at least 3 group-selling appointments and 2 team-building interviews this week.

Group-selling appointments:

Name

Date

Team-building Interviews:

Name

Date

3. Really make an all-out effort to have at least \$400 in retail sales this week.

4. Use and complete this week's *Road Map to Success*.

Be persistent and don't give up! You *can* accomplish all of these tasks so you can continue on to be the Pacesetter that you want to be. Astonish yourself!



5. Submit all of the following to me by week's end

- This week's Weekly Accomplishment Sheet
- Next week's Weekly Plan Sheet
- Your completed *My Progress* sheet
- Your completed Assignment sheet
- Your completed *My Road Map to Success* chart

**Award yourself 250 bonus points when ALL 5 assignments are completed.
Be sure these points are reflected on this week's My Progress sheet.**

Signature

