

PURPOSE: A Sales Professional Development Plan will map out a career plan to inspire your sales skills to reach a higher-level sales position. Document your 5-Step Closed-Loop Goals with S.M.A.R.T criteria to map out your long term and short term professional development goals to improve your sales skills or earn a sales position promotion.

Specific – Identify exactly what you want to achieve.

Measurable – Set out goals in such a way that you can measure your progress.

Achievable – Set smaller, more achievable goals and update them frequently.

Relevant – Goals should be relevant and consistent with the other objectives in your life.

Time-bound – Set a specific time frame for completing each of your goals.

Professional Development Goals

1. Long Term Goal: 3 to 5-year goal

ie. To become the subject matter expert in... (relative to your industry) and present at industry/client conference by December 31, 20XX.

2. Short Term Goal: 1-year goal

ie. To research and write 4 articles/blogs on the topic of _____ by December 31, 20XX.

3. Weekly Plan:

ie. I will post one tip on Twitter and LinkedIn each week for a total of 50 tips this year.

4. Evaluate Your Activity: Evaluate your actions after each call

ie. Meet with my Sales Manager each quarter to evaluate progress and feedback from customers/industry.

5. Reset Objectives and upgrade the plan: The more activity, the greater the volume

ie. Revise Long Term Goals – I am going to become a subject matter expert, present at a conference, and win the _____ industry award for _____.

