



SMART Goal Template

A SMART goal meets the criteria of the terms of the acronym SMART: Specific, Measurable, Attainable, Relevant and Time-Based to help plan for “excellence” in reaching your sales goals and accomplishing initiatives.

Acronym	Description	Developing SMART Goals
S	Specific	Goals must be clear, detailed and unambiguous. Have no misunderstanding about what needs to be achieved. Consider the five "W" questions: <ul style="list-style-type: none"> • What: What do we want to accomplish? • Why: Specific reasons, purposes, or benefits achieved by accomplishing the goal. • Who: Who is involved? • Where: Identify a location. • Which: Identify requirements and constraints.
M	Measureable	How will the goal be measured? This term stresses the need for concrete criteria for measuring progress toward the attainment of the goal. If a goal is not measurable, it is not possible to know whether progress toward successful completion is being made. Consider “How” questions: <ul style="list-style-type: none"> • How much? • How many? • How will I know when it is accomplished?
A	Attainable	Do you believe you can achieve it? An attainable goal will usually answer the question: <ul style="list-style-type: none"> • How is the goal accomplished?
R	Relevant	Is this goal consistent with my objectives? <ul style="list-style-type: none"> • Does this seem worthwhile?
T	Time Based	The goal should have a specific time frame. Timeliness is intended to prevent goals from being overtaken by the day-to-day crises that will invariably arise. A timely goal will usually answer the question: <ul style="list-style-type: none"> • When? • What can I do 6 months from now? • What can I do 6 weeks from now? • What can I do today?