

# **SUPER GOAL**

## **MMXVI**

**FOR  
DUMMIES<sup>®</sup>**

**WITH GREAT INFORMATION LIKE:  
HOW NOT TO CRY WHEN YOU LOSE!**

**WHY BDM'S DON'T GET POINTS EVERY  
TIME THEY DO THEIR JOB!**

**WHY SALESPeOPLE DO GET POINTS  
FOR DOING THE BDM'S JOB!**

**AAAAAND MORE!**



**BY: "THE COMMISSIONER"  
ROB DRACKER**

## **A QUICK RUN-DOWN OF EXPECTATIONS, SCORING DETAILS & MORE**

Version 1.0

THIS CAN BE UPDATED! PLEASE FORWARD  
NEW QUESTIONS AND CLARIFICATION REQUESTS TO  
THE COMMISSIONER: [robertd@senecadata.com](mailto:robertd@senecadata.com)

# QUICK REFERENCE

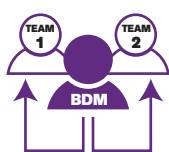
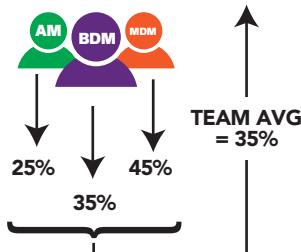
**TL;DR:**

(TL;DR = "TOO LONG, DIDN'T READ" FOR YOU NON-INTERNET PEOPLE)

**THE ONLY THINGS YOU HAVE TO REPORT TO US ARE BDM/MDM/AM VISITS!**

## PERCENT-TO-GOAL (% TG) = YARDS

YOUR YARDS ARE AVERAGED WITH YOUR TEAM'S TO GIVE YOU A FINAL NUMBER OF YARDS PER MONTH.



### BDM's WITH MORE THAN ONE TEAM

- BDM's with more than one team will earn points and yards for BOTH TEAMS they are a part of.

- In the case of a NEW CUSTOMER: If the customer is initialized by an AM, then that team gets all the points at every \$50k increment. If the BDM initializes the customer and hands it off to an AM, then BOTH TEAMS the BDM is a part of will gain points at every \$50k increment.

### EXAMPLE TEAM %TG SCORECARD:

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>35</b> YARDS GAINED	<b>47</b> YARDS GAINED	<b>69</b> YARDS GAINED	<b>52</b> YARDS GAINED	<b>96</b> YARDS GAINED	<b>37</b> YARDS GAINED
+35 PREVIOUS REMAINING YARDS	+82 PREVIOUS REMAINING YARDS	+51 PREVIOUS REMAINING YARDS	+3 PREVIOUS REMAINING YARDS	+99 PREVIOUS REMAINING YARDS	
<b>35</b> TOTAL YARDS	<b>82</b> TOTAL YARDS	<b>151</b> TOTAL YARDS	<b>103</b> TOTAL YARDS	<b>99</b> TOTAL YARDS	<b>136</b> TOTAL YARDS

100 = TOUCHDOWN!  
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### ALSO COUNTED EACH MONTH:

BDM YARDS	PC NOMS	PC CNFMD	NEW \$50K+	AM APPT	PNLTY
45 YARDS	90 YARDS	6 POINTS	7 POINTS	3 POINTS	-15 YARDS

(YARDS SUBTRACTED FOR PLAYER NOT REACHING %TG FORECAST OR NON-PERIOD REVENUE GROWTH COMPARED TO SAME QUARTER OF PREVIOUS YEAR.)

**3**  
**TOUCHDOWNS SCORED BY TEAM %TG**



**BDM YARDS GAINED**



**PARTNER CONNECT NOMINATIONS**



**PARTNER CONNECT CONFIRMED ATTENDEES**



**NEW CUSTOMERS \$50,000 PURCHASE INCREMENTS**



**CUSTOMER VISITS SET UP BY AM**

- BDM's gain 15 YARDS every time they have a meeting which touches on the required ACTION ITEMS.

- Tradeshows and scheduled events do **NOT** count as gained yards for your team.

- Your %TG is still figured in with your team average as normal.

- ALL TEAM MEMBERS can gain 15 YARDS for their team each time a customer is **successfully approved** as a viable PARTNER CONNECT nominee.

- This does not mean you can submit your whole list as nominees. They must be approved by a SALES MANAGER as a viable invitee for Partner Connect.

- FROM THE LIST OF APPROVED NOMINEES - if your nominee **confirms** their attendance at Partner Connect after having been invited, the team that nominated that customer gains 6 POINTS.

- EACH TIME a NEW CUSTOMER breaks another increment of \$50,000, your team earns 7 POINTS!

- For example, a new customer who purchases \$150k is worth 21 POINTS!

- See the next page of the guide for the definition of **NEW CUSTOMERS**.

- See the next page for **WHAT HAPPENS** when a BDM is part of **MORE THAN ONE TEAM**!

- This is **DIFFERENT** from when a BDM schedules a visit because an AM's role is different. AM's do not often have the opportunity to schedule a meeting, so it's great when an AM can bring in a customer as such and assist a future sale or BDM relationship initialization. This gains the team a 3 POINT FIELD GOAL!

**REPORT ALL BDM/MDM/AM MEETINGS AND APPOINTMENTS FOR SCORING TO:**

**ROBERTD@SENECADATA.COM**

# SCORING EXPLAINED IN-DETAIL

## EXPLANATION OF YARDS:

EVERYONE (I THINK) KNOWS THAT A FOOTBALL FIELD HAS 100 YARDS (COMMONLY ABBREVIATED AS YDS)

STEP 2.) Tak

- 1.) Every 100 yards your **team** accumulates will earn you **one touchdown (TD), which is worth 6 points.**
- 2.) Your individual %TG (Percent to Goal) will be observed at the end of every month. Your %TG is directly converted to yards. So if you attained 62% of your projected goal for the month, you gained 62 yards which will be AVERAGED with the rest of your team's gains for the end-of-month total.
- 3.) For example, if YOU got 50yds (50%TG), Johnny got 78yds (78%TG) and Jane got 115yds (115%TG), your **TEAM AVERAGE WOULD BE 81 YDS!**
- 4.) **ONLY** your team average counts at the end of each month. That means at the end of the month if you get only 84yds, it will roll over to the next month. So if you get 94yds the next month, and add that to the previous month, you'll have a total of 178yds by the end of the second month. That translates into 1TD (6points) and 78 extra yards that will roll over into the next month.
- 5.) This %TG is measured and counted for **EVERYONE, including AM's, MDM's, and BDM's.**
- 6.) BDM's who are on MORE THAN ONE TEAM still only have one %TG target. Therefore, their %TG will be averaged separately into both teams they are a part of.
- 7.) Since each team has a BDM, and it is the BDM's role to have as many new client meetings as possible, they are able to drive their team forward meeting-by-meeting. Each time they have a meeting which touches on all the necessary action item, they can report it for a **15yd gain** for the entire team. This is different than when an AM schedules a meeting because AM's must have their meetings APPROVED by management, and make far less appointments by nature of their role. You can think of a BDM as a tight-end... they get passed the ball more often than the linemen.
- 8.) Goint to tradeshows or other REQUIRED, PRE-SCHEDULED EVENTS do NOT gain yards for BDM's.
- 9.) BDM's that are on more than one team will have each meeting count as a 15yd gain for **BOTH TEAMS.**
- 10.) EVERYONE can drive their team forward by gaining **15yds** each time they submit a PARTNER CONNECT NOMINATION.

## EXPLANATION OF ADDITIONAL SCORING:

THESE ARE THE BIG THINGS WE REALLY WANT TO SEE EVERY TEAM DOING. THEREFORE THEY IMMEDIATELY SCORE FOR THEIR TEAM BY ACCOMPLISHING THESE ACTIVITIES.

- 1.) **NEW CUSTOMERS** are defined as someone who has never ordered from Seneca before, or someone who has not purchased anything in 2015 but is purchasing in 2016.
- 2.) Everytime a NEW CUSTOMER cumulative total reaches an increment of \$50,000, your team will gain **1TD + EXTRA POINT. (7 POINTS).** For example, if a new customer makes an initial purchase of \$41,300... then later makes a purchase of \$22,000... their cumulative total is \$63,300 which would equal **1TD (6 POINTS).** If that customer later purchases another \$40,000... their cumulative spend would be \$103,300 gaining your team an **ADDITIONAL TOUCHDOWN (another 6 POINTS).**
- 3.) **FOR BDM's WITH MORE THAN ONE TEAM:** If the AM initiates first contact and pulls in the BDM, their team receives all associated points. If the BDM initiates first contact and pulls in an AM, it doesn't matter what team the AM is on, BOTH teams the BDM is on will receive all points associated with that client.
- 4.) **EACH PARTNER CONNECT CONFIRMED ATTENDEE GETS A TOUCHDOWN! (6 POINTS).** BDM's with two teams gain points for BOTH TEAMS.
- 5.) When an AM suggests a CUSTOMER VISIT, it MUST be approved by Steve (UNLIKE BDM's). It is much more difficult for an AM to get an approved customer visit, but it is an awesome accomplishment and we want to inspire our AM's to create NEW BUSINESS alongside the BDM's in order to increase the FREQUENCY OF EXPOSURE in addition to the BDM's efforts. Therefore, AM's can score **3 POINTS** for their team each time a customer visit (at our location or theirs) is APPROVED.

# DEALING WITH DEFEAT

## DIDN'T DO AS WELL AS YOU HAD HOPED?

THAT'S WHY WE INCLUDED THOSE "PERSONAL PROGRESS" SHEETS.

**STEP 1.)** We have Kleenex boxes around the office. Grab a tissue and get over it. Then roll up your sleeves and do some investigating.

**STEP 2.)** Take a look at the PERSONAL PROGRESS sheets in your SuperGoal Playbook. They aren't just there for you to glance over and ignore! This is a great way to take stock of WHERE YOU ARE, and to define clearly WHERE YOU WANT TO GO. In other words, it's your way out of sub-par performance!

**STEP 3.)** A team is only as strong as its weakest link. BEING THE WEAKEST LINK IS ONLY A BAD THING IF YOU STAY THERE. Do not bring your team down by refusing to change, bring your team UP by being enthusiastic about IMPROVING! So, open up to those worksheets and spend a few minutes of your time each month completing these.

**STEP 4.)** Becoming a better Account Manager does not only mean increasing the chances of success for your team or increasing the success of the company - it can mean GEOMETRIC GROWTH FOR YOUR OWN REVENUE when properly and consistently applied. How? Because if you answer those questions HONESTLY, you'll see where you're lacking. And when you can see where you're lacking, you can see CLEARLY where it is you must improve. When THAT becomes clear, so does your path towards enhanced performance. As a Sales professional, you know that translates directly into increased revenue. So fill out those 1-10 scores on the CIRCULAR GRAPH and it'll give you a great idea of where you currently are in your growth as a Sales professional.

**STEP 5.)** Reflect and strategize right on the same worksheets. You see where you are, you know where you have to move towards... so come up with a PLAN. Do it RIGHT NOW then put it into ACTION!

**STEP 6.)** Measure yourself again the next month. Fill out those questions, take stock of yourself on that circular graph, see how much you followed through with your STRATEGY FOR GROWTH, and then come up with a NEW strategy so you can improve EVEN MORE the next month!

**STEP 7.)** Look back at your sheets MONTH by MONTH and you'll be able to see how you've incrementally improved over time. This is the only real proven strategy for bringing yourself out of your comfort zone and up to a whole new level.

## THIS IS CALLED THE C.A.N.I. STRATEGY!

## CONSTANT AND NEVER-ENDING IMPROVEMENT CANI? YES, I CAN.

**INDIVIDUAL PROGRESS**

\* NOT REQUIRED TO PARTICIPATE FOR PERSONAL MEASUREMENT & GROWTH STRATEGY ONLY

**1.) WHAT DO I WANT MOST BY IMPROVING MY SALES EFFECTIVENESS?**  
MORE REVENUE! COMPANY GROWTH! PERSONAL GROWTH!

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**2.) WHAT WOULD GREATER REVENUE MEAN FOR ME AND MY LIFE?**  
IMPROVED QUALITY OF LIFE! SENDING THE KIDS TO PRIVATE SCHOOL!

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**3.) WHAT DO MY CLIENTS NEED?**  
WHAT VALUE DO I OFFER THEM OUTSIDE OF WHAT I'M SELLING THEM?

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**4.) WHAT HAVE I DONE TO MEET THOSE NEEDS?**  
HOW HAVE I DELIVERED IMMENSE VALUE SO THAT THEY RELY ON ME EVEN BEFORE A PURCHASE?

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**5.) WHAT'S MISSING FROM MY SALES STRATEGY?**  
WHAT CAN I DO TO MORE EFFECTIVELY CREATE GROWTH? WHAT OTHER SUPPORT CAN I ENLIST TO ENSURE MY SUCCESS? HOW CAN MY TEAMMATES HELP?

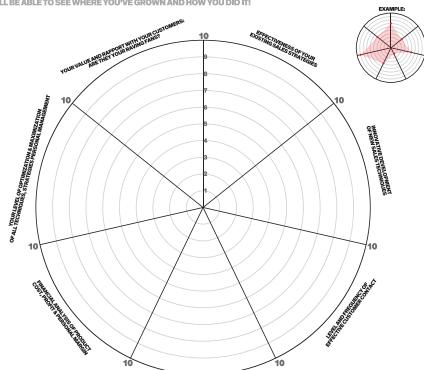
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**INDIVIDUAL PROGRESS**

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**1.) WHERE ARE YOU NOW?**  
PLOT YOUR PROGRESS ON A SCALE OF 1-10. THEN CONNECT THE DOTS AND SHADE IN THE AREA. THIS WILL GIVE YOU A VISUAL REPRESENTATION OF WHERE YOU ARE CURRENTLY, AND WHEN YOU LOOK BACK YOU WILL BE ABLE TO SEE WHERE YOU'VE GROWN AND HOW YOU DID IT!



**EXAMPLE:**

**1.) WHERE ARE YOU LACKING AND WHAT ARE YOU GONNA DO ABOUT IT?**  
YOU'LL BE ABLE TO CLEARLY SEE WHICH AREAS YOU'RE LACKING IN BY LOOKING AT THE COMPLETED GRAPH. DOES THIS MAKE IT MORE CLEAR WHERE YOU HAVE TO IMPROVE? WRITE YOUR STRATEGY FOR GROWTH BELOW!

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