**Producer Council 2019**

**Goals Worksheet**

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| What is your revenue goal for 2019: |  |
| What is your revenue goal for this quarter? |  |
| What is your premium goal for 2019? |  |
| What is your premium goal for this quarter?  (4/1 – 6/31) |  |
| What is your target (niche) market? |  |
| What is the profile of the clients you best connect with? |  |
| What is your expected average size client in this market? |  |
| Why this market? |  |
| How are you going to get in front of suspected prospects in this market? |  |
| What is your weekly action plan?  Do You have one? |  |
| What is your expected conversion percentage on suspects to prospects? |  |
| How is the sales process going?  Meaning, what are you good at?  What do you need to improve? |  |
| How can this council help you directly overcome/improve the above? |  |
| Explain the sales process? |  |
| Explain buy process? |  |
| How do they help you? |  |