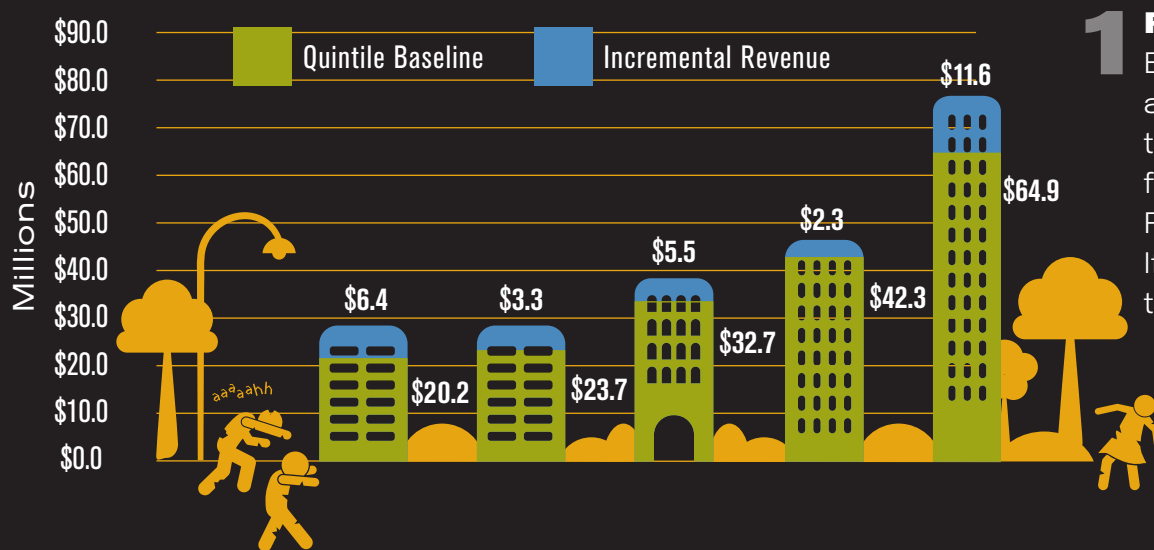


# 7

## Seven things you need to know about goal setting to keep your reps from turning into zombies.

Many businesses take a do-it-yourself approach to incentive programs. This may turn your highest-potential reps into **mindless zombies**. **Don't do it.** By allowing sales reps to select their own personal goals, for a specific initiative, you engage them and they will deliver (almost) super-human results.



### 1 People set goals naturally.

Everyone has the inclination to set and achieve goals. Selecting a personal goal tied to individual baselines helps sales reps feel they have a fighting chance to achieve. People like to believe their situation is unique. If they don't feel they have an advantage, they won't participate.

- It is important to have goals that are relevant to all performance levels as it increases attainment and delivers better results.

### 2 When you let people choose a goal, they do.



**\*98.3%**  
of direct  
channel participants  
select a goal



### 3 When people have the opportunity to choose their own goal, they perform like never before.



**56%**  
of participants  
exceed baseline



### 4 Relevant goals are more achievable. (Always)

- Goals are based on an individual's baseline performance.

**BIG**  
goal



small  
goal

### 5 Higher selected goals lead to higher performance. (Almost, but not always)

- 41% of those who choose the highest goal level achieve it.



### 6 If you don't know where you're at, you don't know how hard to work to reach your goal.



- 40% of results happen in the last one-third of the program. This reinforces the goal gradient theory, which says the closer people get to the goal, the more effort they put into achieving it.

### 7 Stay ahead of the zombies with a quick lead out of the starting gate.



*zombies...*

- Top achievers get off to a great start.

\*Statistics within this infographic are all calculated from the results of over 700 GoalQuest® programs.

**GoalQuest is the industry's only patented incentive structure design. It has demonstrated results in over 700 programs and with 1,000,000 salespeople.**

**To see how easy it is to run a GoalQuest program for your sales force or channel partners, visit [BIWORLDWIDE.com/GoalQuest](http://BIWORLDWIDE.com/GoalQuest).**