



The Steady Sales Navigator Instructions

The Steady Sales Navigator is a powerful, action-planning tool to help you or your team achieve large or complex objectives in a specific period of time, typically no less than one month and no more than one year, by breaking down big goals into manageable chunks.

It provides an excellent visual aid for people who like to see major project milestones, obstacles, success factors, objectives and resources all arranged in one place.

The end result is a clear, compelling, and orderly depiction of five critical components required for successful project completion. Those five elements are:

Objectives - Primary, Secondary, & Tertiary.

As you write your objectives, it is best to make them as S.M.A.R.T. as possible – that is: Specific, Measurable, Acceptable, Realistic, and Time bound.

Obstacles – Tangible & Intangible.

Many things will rise up to block or slow progress toward your objective; from beliefs and attitudes, to people and resources. Whether it is fear, procrastination, money, or time, write the obstacles you see from your current vantage point, as well as the ones you anticipate. Prepare for the unexpected.

Success Factors – Concrete & Behavioral.

Once you have named your obstacles and see them clearly before you, it's easier, indeed vital, to do the same for solutions. The antidote to isolation is collaboration. The antidote to tight budgets is creativity. The antidote to fear is wisdom.

Actions & Milestones – Steps Along The Way.

The only way to achieve a big goal is to break it down into small goals, then steadily chip away – week after week until, at last, you arrive. Write not only the incremental goals en route to your objective, but also the milestones that mark the way.

Resources, Cast & Crew – Assets & People In Support.

Since few people make it alone, write the people, places, and things you require for support. Think deeply, and capture all the resources that you may call upon for support: big and small, paid or unpaid, or for durations short or long.

For successful completion of the Steady Sales Navigator™, I recommend using pencil or sticky notes, or both, during your first pass at filling in the blank sections. Doing so allows you to complete a rough draft of sorts, move items from one space to another, and make revisions throughout the planning process.

Have fun, good luck, and remember – steady wins the race.

J. Sheldon Snodgrass, MBA, The Steady Sales Coach