



Building Cash Cows™  
Improving Quality of Life™

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## The ABA Insider™

Insights for improving profits, cash-flow, and quality of life

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### The First Step in Sales - Commitment Objectives

Every business, whether they provide products or services, needs sales. Regardless of your sales methods or approach, keep in mind the importance of commitment objectives. The first rule in Action Selling, a sales training program ABA offers, is "Never call on a customer without a specific commitment objective in mind."

What is a commitment objective? A commitment objective is a goal, but more specifically, a commitment objective is an agreement from someone else related to *your* goal. For example, planning to make a sales call on a particular day is simply an objective. If you have a goal to schedule a get acquainted meeting as a result of that call, it is now a commitment objective. A true commitment objective involves something you want someone else to agree to.

Having a pre-defined commitment objective for every interaction saves time, keeps the sales process in the proper sequence, and allows you to keep moving ahead. A step by step process needs a commitment objective for every step in order to keep progressing.

A meeting with no commitment objective ends with nobody knowing what comes next

or whether the process is over or still ongoing. Knowing this information is critical to a company's sales efforts.

Analyze your sales process and help your sales team recognize the difference between objectives and commitment objectives. Commitment objectives not only apply to the sales process for your business, but also are relevant to other business processes and your personal life as well. Using commitment objectives will save time and improve communication.

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