

Top Producers Path to Gold

Converting a Business Plan into a Tracking Spreadsheet

With the year quickly slipping by, it is almost time to start planning for next year. All of us should begin each year with a written business plan. This plan outlines our strategic plan for the year, production goals, revenue goals, and associated activity needed to drive desired results.

Just as a written financial plan is of no value gathering dust on a shelf, the business plan needs to be implemented and monitored in order to be effective.

One good way to monitor your progress is to convert your business plan into a 12 month spreadsheet. (See back page.)

How to Begin

Start by determining your GDC goal for the year. Be realistic, but stretch yourself.

Next, you want to assume an average ticket size and average sales charge, so that you can determine the number of sales you will need to reach the production goal.

Transactional Goals Versus Rollover Goals

Because rollovers play such a key role in reaching good GDC results, you might want to set a monthly rollover goal as well as a transactional goal. The attached spreadsheet shows how this can be tracked.

Inside and Outside Activity

In order to be successful, you must focus on outside activities as well as in-branch activities. Set goals for wholesaler meetings, community meetings, volunteer activities as well as branch trainings, seminars etc.

Build an Excel Spreadsheet

Convert all of your goals and projected activity into a 12 month Excel spreadsheet. Put an X in the column for each scheduled activity. Then on a month by month basis, you can track exactly what you need to do in production and business building activities in order to be

Continued on Back



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Top Producer Success Corner –

Mike Guthrie at University Federal Credit Union in Austin Texas has had great success with his annual business plan. Mike uses his business plan as both a road map and an accountability tool for both himself and his branches.



If you want to learn more about how to implement the strategy discussed, you can contact any one of the following GSG team members at 1-800-915-1004: Tom Ostrand, Reagan Grimes, or Cynthia Pollard.

