

Production Goal Tracking Form

(Kathy Goff Method)

Wholesale Goal for Month _____ (1)

Unit size _____ (2) X .33 (# of consultants you can expect will order this month) = _____ (3)

_____ (3) X \$200 (national wholesale order average) = _____ (4)
(what your existing unit will do in production for the month)

Unit Goal _____ (1) minus _____ (4) (projected wholesale) equals
_____ (5) (difference needs to come in with new recruits)

Divide _____ (5) by \$1100 (national new recruit order average) =
_____ (6) (the number of new recruits you need to reach goal)

_____ (6) X 4 = _____ (# of interviews needed in your unit to reach
recruiting goal – considering one in four will recruit)

You can then concentrate on only TWO things: (1) tracking and (2) making sure those interviews are done by you personally and your unit. THAT'S IT!