

SALES GOALS

Goal Period:

From _____ To _____

PERSONAL GOALS

Setting your income goals will help you determine your sales targets. This page will help you think about what your income goals are. Mark the items you are working towards and put in the value for the year

-  **Tuition & supplies for school** HTG
-  **Savings for a moto** HTG
-  **Buy a pig or animals** HTG
-  **Save towards buying a house** HTG
-  **General savings for family** HTG
-  **Other: _____** HTG

EP offers discounted products if you achieve specific revenue (not profit) targets. These are meant to help you be able to buy some of the products (optional).

- Lanp EP or Recho Mirak**
300 HTG with 4,800 in sales
- TiPowa or Recho Gaz Blan**
1000 HTG with 8,000 in sales
- Sunking Pro Awango**
1,280 HTG with 15,000 in sales
- Sistem Soley 10W**
8,000 HTG with 8,000 in sales
- Sistem Soley 15W**
10,000 HTG with 115,000 in sales

Total EP Products I would like to buy:

_____ HTG.

Add together items you selected from above and and EP Products from the right (if any):

My annual Income Goal from EP is _____ HTG.

Divide by 12

My monthly Income Goal from EP is _____ HTG.

SALES GOALS WORKSHEET

(New Entrepreneur)



Income

Enter your monthly goals from the page before

_____ (per month)

The table shows the average minimum profit per sale. Once you start to sell more, the costs will decrease, allowing you to earn more.

Use the table to workout a range of products you need to sell to reach your monthly sales goal.

Keep in mind that some products sell more than others (discuss with your agent). You may want to target these products for the first month until you begin to know who may be interested in the more expensive products, or those you might want to consider more expensive products for **Rent to Own**.

Lights	Unit Profit	Units	Profit
Lanp Enèji Pwòp	50HTG		
TiPowa	80HTG		
Sunking Pro Awango	100HTG		
Sistem Soley 10W	800HTG		
Sistem Soley 15W	700HTG		
Stoves	Units	Units	Profit
Recho Mirak	75HTG		
Recho Gaz Blan	175HTG		
Total			

Your Network



Your personal network of friends, family, church members and other local groups are your most important resource. You want to cultivate and grow your networks.

1. How many of your friends or family members would consider an EP product?

_____ (people)

2. How many church members do you think might buy an EP Product?

_____ (people)

3. How many other people do you think you can reach in a month? (door to door, referrals, etc.)

_____ (people)

Add the three lines on the left.

_____ (people)

This is your **known** market.

Now, let's assume you are able to average 2 referrals per person. Multiply the number above by 2

(people)

This is your initial **potential** market.

SALES GOALS WORKSHEET

(NEW RETAILER)

Marketing

Every month you should plan out specific marketing activities to help you reach your sales goals. Often, new entrepreneurs start with “easy” sales to friends and family, but that quickly will run out. Setting up marketing goals will help continuously expand your customer base.

-  Wear my EP T-Shirt at all sales opportunities and going door to door.
-  Hang my posters from my house _____ hours per week.
-  Hire a town crier (or do it myself) _____ times.
-  Hand out at least _____ business cards or brochures.
-  Visit at least _____ homes I do not know.
-  Present at or visit at least _____ group meetings, churches fetes or local markets.
Potential opportunities this month are:
1. _____ 2. _____ 3. _____
-  Other marketing ideas:
1. _____ 2. _____ 3. _____

ENEJI PWOP Mission:

Reduce energy poverty + Increase retailer incomes

Clean Energy Entrepreneur

MY SALES GOAL STATEMENT

Goal Period:

From _____ To _____

Monthly goal statement

This month I will earn _____ HTGs in profit and will target selling the number of product below.

To do this, I will talk to at least _____ people individually and will present at _____ group events (churches, PTA meetings, etc.) and _____.

In order to meet these goals, I will need to work at least _____ hours per week.

Lights	Units
Lanp Enèji Pwòp	
TiPowa	
Sunking Pro Awango	
Sistem Soley 10W	
Sistem Soley 15W	
Stoves	Units
Recho Mirak	
Recho Gaz Blan	

(Clean Energy Entrepreneur Name)

(Signature)

(EP Agent Signature)