

# Management Tools/Goal Setting Meeting Form/Media Sales

## Goal Setting Meeting

FA: \_\_\_\_\_ SM: \_\_\_\_\_ Date: \_\_\_\_\_

### REVIEW OF LAST GSM ACTION STEPS:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Key Metric	Goal	Actual	+/-	New Goal
Needs Analysis				
Presentations				
Referrals Gained				
Service Calls				

Top 3 Prospects	Action Taken	Next Steps	To Be Completed By
1			
2			
3			

### OBSERVATIONS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### ACTION STEPS:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### EXPECTED HELP FROM LOCAL SALES MANAGER/ACTION STEPS:

\_\_\_\_\_  
\_\_\_\_\_

The Next Level Sales Consulting –  
Selling is Everyone's Business

AE Signature: \_\_\_\_\_

Media Sales – Account Executive Form

LSM Signature: \_\_\_\_\_

Next GSM Date: \_\_\_\_\_

Time: \_\_\_\_\_