Big Expansion plans on the horizon for AJG Direct

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As one of London's most ambitious sales and marketing firms, AJG Direct take great delight in developing their growth strategy. In a statement released by the firm, Managing Director, Paul Gillett discussed how the company would be focusing on setting big goals to push growth in Q4. He stated that:

About AJG Direct: http://ajgdirect.co.uk/about-us/

"Within my experience, I have only ever seen growth occur once structured goals had been put in place. Without a path, there can be no journey and we take this very seriously at AJG Direct."

The firm is keen to build on the outstanding success they have experienced over the last 12 months. With plans to expand into five more offices in various locations within the next six months, AJG Direct is hoping that their concentration on goals will provide the correct path for their workforce to channel their passion for sales and marketing.

In a recent workshop, AJG Direct highlighted four tips for setting valuable goals. They need to be:

Specific

Goals should be precise, detailed and defined. They must consider both what you can do and what help you will need from others.

Measurable

AJG Direct suggest that you include dates, financial numbers and amounts in your goals. The goal shouldn't be "make money" but instead "make x amount before x date". If the goal does not have steps within itself then it cannot be measured.

Attainable

The goal must also be achievable. AJG Direct advise that before setting out a goal you should consider your own skills, the environment and the abilities of your team. Then you will be able to make attainable and realistic steps to success.

Time Bounded

Do not set goals that cannot be linked to a time frame. Paul Gillett outlined that he will create daily, weekly, monthly and annual goals to make sure the firm achieves everything they have set out to achieve over the next few months.

With these tips in mind, Paul Gillett hopes his workforce can emulate the goal setting practices he used when he started in sales and marketing. With hopes of expanding the company, goal setting has now become a top priority for AJG Direct.

Source: http://www.success.com/article/rohn-4-tips-for-setting-powerful-goals

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