



Agent Friendly Marketing

AGENT INFORMATION

Agent Name: _____
Agent ID: _____
Job Title: _____ Department: _____
Manager: _____
Date: _____ Review Period: _____ to _____

INSTRUCTIONS

Goals should always be: S – Specific M – Measurable A – Achievable R – Realistic I – Time Bound

1. Goal/Objective. Briefly describe each goal/objective and when the goal/objective should be met or accomplished.
2. Measurement. How will the goal/objective be evaluated? (Use quantitative measures such as % or dollar increase in revenue or market share and/or use qualitative measures which are descriptive of criteria.)
3. Importance. Rank the goal as Essential, Important, or Desirable as follows:
Essential – required for job performance
Important – helpful for job performance
Desirable – asset for job performance

1ST GOAL/OBJECTIVE

Description:

Measurement:

Importance: Essential Important Desirable

2ND GOAL/OBJECTIVE

Description:

Measurement:

Importance: Essential Important Desirable

3RD GOAL/OBJECTIVE

Description:

Measurement:

Importance: Essential Important Desirable

4TH GOAL/OBJECTIVE

Description:

Measurement:

Importance: Essential Important Desirable