Managerial Planning and Goal Setting

You are a sales director who is responsible for the southeastern sales team for a large telecommunications company. Currently you are in the process of preparing the sales goals for the coming year for your sales managers and their direct reports.

Discuss the criteria for effective goals and how you should align your goals to the overall organization. What are some contingency plans you could put in place in case of unexpected industry conditions? Provide an example of your sales plan for the coming year.

Needs to be 300 + words.