

SMART ROCK CHECKLIST



USE THIS CHECKLIST TO ENSURE YOU SET YOURSELF UP FOR SUCCESS WHEN IT COMES TO SETTING SALES ROCKS.

See the blog [Setting SMART Sales Rocks](#) for additional context if needed.

SPECIFIC

- The right person owns this rock given the (potentially cross-functional) team that is needed to work on it.
- The Rock has an owner, a completion date, and it is clear what needs to be accomplished.

MEASURABLE

- What is The Rock is tied to a metric on the monthly or quarterly scorecard.
- The metric for the Rock is the highest-level [leading/lagging](#) metric (closest to the bottom of the funnel) you can use to measure the success of this Rock.

ACHIEVABLE

- Completion of the Rock will not divert the sales team from their normal expectations and accountabilities.
- Completion of this Rock will not affect quota achievement.

RELEVANT

- This Rock supports a metric on the 3-Year Picture on your Leadership V/TO™.
- This Rock considers the perspective of your Ideal Clients.

TIME BOUND

- You have accounted for the time it will take to both build and implement the rock.
- The timing of the goal for the expected impact of the Rock on metrics is realistic, given the time it will take to truly realize results.