

**OBJECTIVE:**

After each of the presentations, you will be asked to complete an action plan that looks at each some main objectives. Think about what you want to take away from each of the presentations, how will it translate into your specific territory, job, and personality. Remember everyone is different and that is a good thing. Let's look at how we will get that to translate to make you succeed in your position and territory.

**ACTION:**

How do I make these objectives achievable? What should I do with this information now that I have it?  
Do I have the skills to follow through with each of these objectives or do I need to ask for additional help in attaining them?

**RESPONSIBILITY:**

When completing your action plan, it is important to note that you do not have to take on all of the responsibility. If you need help, look at what resources the company has. In addition to that, look to co-workers, other departments, or colleagues to support you in succeeding.

**DUE DATE:**

This should be a realistic goal of when you think you will be able to begin, execute, and complete these action steps.

**DIFFERENTIATOR:**

How will this enhance my skills as a Business Development Professional? What makes me different that the flooded markets out there and what skills am I going to take away from this to be successful?