# Example SMART objectives

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| **SMART** | **Not SMART** |
| Improve overall customer satisfaction by 10% from last year based on results of customer feedback forms. | Improve customer satisfaction as much as possible. |
| Reduce pages printed by 10% in the first quarter of this year compared with the same period last year. | Seek to reduce use of laser printers. |
| Recruit 50 new customers before the end of the year. | Concentrate on getting as many new customers as you can. |
| Answer all customer queries within one working day. | Answer customer queries as quickly as possible. |
| To improve Front of House and food and Beverage standards ability to sell by implementing effective in-house training for upselling by end of (date) | To improve Front of House and Beverage standards ability to upsell |