

Pre-assignment

Time Management for Sales, Part 1 & 2

As a salesperson, you need to have a healthy respect for your time. My first sales manager said something to me, early in my career, that had a great impact: “If you are any good, you will soon be making more money than most of the people you call on. Start your career as if that were the case—respect your time and make others respect it, too.”

Too many salespeople do not see the connection between “spending” time and “spending” money. The same word is used because of its connection. As a sales professional, you only have a few hours a week in which to create wealth. (In your personal life, you only have a few hours a week to create happiness. How are you spending your time—in both places?)

Think about how you value time. Is it important? Do you have a goal for how much each hour is supposed to bring you in income?

To help you to prepare for this module, think about the following:

Document the three most important things for you to accomplish this year—professionally and personally.

Over the next week, document how much of your sales time you actually spend trying to sell rather than talking to people in your own organization; driving; following up on problems.

Write down the most important thing you need to accomplish this week—both personally and professionally. (Would your boss agree with your answer to the “professional” [art of your answer?])

Assignments

- Draft your life goals
- Ask your “significant others” what they want to accomplish
- Write a vision statement of what you will have accomplished this year--- that takes you closer to where you want to be
- Write down what you do in a day and review urgent/important*