

Time Management for Sales, Part 3

In the last module, you were given the opportunity to review some of the issues that were discussed early in the program...as well as some new things such as the need to have clear goals for your personal as well as professional life. In this module, the focus shifts to more of the hard core sales time management issues. Remember that all of your life needs to be played out against the backdrop of what you want out of life. Living one day at a time (without a North star to guide you) often takes you down the wrong path—because you did not know what path you were on.

No where is this more important than in the sales career because unlike many other jobs, you have the freedom to spend large blocks of time on whatever you want. How clear are you on what is really important—in each day, hour or even minute?

To help you prepare for this module, answer the following questions:

How many activities are scheduled for this week? How many of them are true sales activities?

How many things in your job—right now—depend on the customer calling you back?

Calculate how much of your week is lost in prep time—getting ready to work and/or travel time—getting to where you need to be.

How many of your calls last week did not generate a scheduled next step?

How many of your total open opportunities do not have a follow-up scheduled with the customer?

Action Items

- Reduce the amount of unscheduled sales time
- Increase your average number of sales calls
- Use the sales call template to “build a bridge”
- Manage your opportunities