



HIGH PERFORMANCE SELLING

MODULE 25

Time Management for Salespeople

INTRODUCTION

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Time Management for Salespeople

More than 100 years of research and countless millions of dollars have been invested in seeking the causes for success and failure in selling. At last, we have the answer.

It is simply this. People are highly paid because they spend more of their time doing things of higher value. People are under-paid because they spend more of their time doing things of lower value.

Salespeople who spend every minute of every day focusing on high-value activities eventually rise to the top of their fields and make both a lot of sales and a lot of money.

Salespeople who waste their time in low-value activities seldom accomplish anything of importance — even if they represent the best companies with the best products in the best markets.

In this lesson, you learn some of the very best ideas ever discovered for managing your sales time and your selling activities.

“Don’t limit investing
to the financial world.

Invest something of
yourself, and you will

be richly rewarded.”

~ *Charles Schwab*

TIME MANAGEMENT FOR SALESPEOPLE

1. Your most valuable asset is your earning ability!
 - a. Your earning ability is the major source of cash flow in your life;
 - b. Your most precious resource is your time. It's all you have to trade;
 - c. The best investment of your time is to increase your earning ability;
 - d. Learn, practice and get better at your key tasks.

2. The Pareto Principle is the most important time-management concept in the field of professional selling:
 - a. The 80/20 rule says that 80% of the value of what you do comes from 20% of your activities;
 - b. This 80/20 rule applies to all aspects of selling and to all activities;
 - c. Apply this rule to your prospects, your customers and your products;
 - d. Divide your customers and prospects by value: (A. high, (B. medium and (C. low value;
 - e. Practice creative procrastination on the 80% of your tasks that represent only 20% of the value.

3. The job description of a salesperson is the same as the purpose of a business:

- a. Your job is to create and keep customers;
- b. Spend 80% of your time creating the customers;
- c. Spend only 20% of your time keeping customers;
- d. Always be asking, “Where is my next sale coming from?”

4. The work of a salesperson has always consisted of three activities:

- a. Prospecting — keeping your sales hopper full by continually finding new potential customers;
- b. Presenting — showing your customers that your product or service is the ideal solution for his or her problem or need;
- c. Following-up — visiting with high potential prospects to move the sale toward a conclusion;
- d. Spend 80% of your time prospecting and presenting;
- e. Spend only 20% of your time following up;
- f. Don’t mix them up! Keep your focus on prospecting and presenting.

5. According to 60 years of research, the average salesperson works only 20% of the time:

- a. You are only working when you are face-to-face with a qualified prospect;

- b. You are only working when you are prospecting, presenting and following up;
 - c. Plan your sales work geographically — to reduce traveling time;
 - d. Start earlier — make your first call by 7 a.m. or 8 a.m.
 - e. Work one hour later — visit decision-makers who are unavailable during the day;
 - f. Get better at everything you do; upgrade your skills;
 - g. Read, listen to audio programs and take additional training.
- 6.** Implement the “Minutes Principle” into your sales activities:
- a. You are making all the sales you are making today with all the minutes you are spending face-to-face with prospects and customers;
 - b. When you increase the number of minutes, you will increase your sales and your income;
 - c. Use a stopwatch to measure your current level of sales activity;
 - d. Resolve to increase the number of minutes you spend with customers by 10% per week;
 - e. Work on getting better and better in your sales activities as you increase their frequency.
- 7.** You cannot predict where your next sale will come from, so you must focus on the activities involved in sales work:

- a. The quantity and frequency of sales contacts determines the quality and volume of your sales results;
 - b. Sales activities are controllable, while sales themselves are not;
 - c. Increase the probabilities, play the averages in your sales work.
- 8.** The key question for managing your time better is, “Is what I am doing right now leading to a sale?”
- a. The more people you see, the better you get;
 - b. The higher your level of sales activity, the more energy you have;
 - c. The more people you see and talk to, the more sales you will make.

Become a student of time management. Read the books, listen to the audio programs and take the courses. The quality of your time management determines the quality of your life.

Don't waste time. Get away from people who are time-wasters. Get out of the office and stay out of the office. Eat lunch quickly and drink coffee on the go.

From the time you start, early in the morning, until the time you quit, late in the day, resolve to work all the time you work. This decision alone will make you one of the top people in your field in a very short time.

Now, here are some questions you can ask and answer:

1. What are the **three** most important determinants of your income?
2. What are the **three** benefits of becoming excellent in your key result areas in selling?
3. In what **three** areas of activity should you apply the 80/20 Rule to your current selling activities?
4. What are the **three** most important things you do that determine how much money you earn?
5. What are the **three** most important things you can do each day to maximize your sales and income?
6. When are the three times in the day when you are actually working?
7. What **three** things could you change in your sales work to increase the amount of time you spend working each day?

What one action are you going to take immediately as a result of what you have learned in this lesson?

Now, stop the lesson at this point and answer these questions:

1. What are the **three** most important determinants of your income?

1) _____

2) _____

3) _____

2. What are the **three** benefits of becoming excellent in your key result areas in selling?

1) _____

2) _____

3) _____

3. In what **three** areas of activity should you apply the 80/20 Rule to your current selling activities?

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2) _____

3) _____

4. What are the **three** most important things you do that determine how much money you earn?

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2) _____

3) _____

5. What are the **three** most important things you can do each day to maximize your sales and income?

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6. When are the three times in the day when you are actually working?

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7. What **three** things could you change in your sales work to increase the amount of time you spend working each day?

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What one action are you going to take immediately as a result of what you have learned in this lesson?
