

**Up-A-Notch™ Sales Training System
for Outside Salespeople**

By Dave Kahle

“Prioritizing Your Customers to
Dramatically Increase Your Sales”

Participant’s Guide

**“Prioritizing Your Customers
to Dramatically Increase
Your Sales”**

Notes & Exercises

Notes

The principles and processes described in this program can make a _____ change in your performance.

One of the biggest challenges for salespeople today is _____ management. When you begin to deal with improving your time management, you need to address two issues. They are, becoming more _____ and becoming more _____.

The six major competencies, or the Six –hats for the successful 21st Century salesperson

- are:
1. Astute _____.
 2. _____ Friend.
 3. Effective _____.
 4. Skillful _____.
 5. Adept _____ manager.
 6. Master _____.

The premise for this process is that you have too much to do, and _____ time in which to do it. Under those circumstances, your only option is to _____. The most important aspect of your job is that which encompasses your _____ and _____. So, an important time management strategy is to _____ your customers and _____.

One of the secrets to going from mindless habit to mindful action is to make _____-blooded _____ decisions.

The basic principle is that “Some _____ and _____ have more _____ than others.” This leads to a basic strategy – “You

should spend the _____ time with the _____ potential.”

Potential does not refer to how much money the account has spent with you in the past. Rather, it refers to the _____ of the likelihood of _____ returned for time invested.

In order to implement that strategy, you should follow a five-step process. This process is:

1. Develop some _____.
2. Analyze all your prospects and _____ in light of those criteria.
3. Create _____ categories.
4. Invest your time _____.
5. Repeat the _____ regularly.

The ABC categories should be described as follows:

- A. Your _____ potential. Should contain 5% to _____ of your total.
- B. Your next highest _____. Should contain 20-50% of your _____.
- C. = Your lowest _____. Should contain 20-50% of all your accounts.

The two criteria you should use to rank your customers and prospects in these categories are:

1. _____. This is defined as the _____ understanding your gain as to the _____ of the prospect or customer eventually becoming a _____.

2. Quantified _____. This is defined as the _____
analysis of how much business they _____ do with you.

By ranking each account separately on these two criteria, and then combining the rankings, you gain a simple, easy-to-use tool to allow you to implement this most important sales process.

Exercise One: Developing Criteria for Partnerability

Identify one type of business (market segment) on which you call. Identify that segment here:

Now, think of specific characteristics of that account that would indicate that either they are likely to develop into a partner, or are not likely to develop into a partner. List those items in the plus or minus column, below.

+	-

Exercise Two: Developing Criteria for “Quantified Potential”

Directions: Think about each type of business on which you call. List each separately. Then fill in the numbers that would indicate the three levels of quantified potential for each of those types of business. We've done an example for you.

Type: Independent convenience stores.

- A. = more than \$50,000 in annual potential.
- B. = Between \$10,000 and \$49,999 in annual potential.
- C. = less than \$9,999 in annual potential.

Type: _____

- A. = more than _____ in annual potential.
- B. = between _____ and _____ in annual potential.
- C. = less than _____ in annual potential

Type: _____

- A. = more than _____ in annual potential.
- B. = between _____ and _____ in annual potential.
- C. = less than _____ in annual potential

Type: _____

- A. = more than _____ in annual potential.
- B. = between _____ and _____ in annual potential.
- C. = less than _____ in annual potential

Type: _____

- A. = more than _____ in annual potential.
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Type: _____

- A. = more than _____ in annual potential.
- B. = between _____ and _____ in annual potential.
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Type: _____

- A. = more than _____ in annual potential.
- B. = between _____ and _____ in annual potential.
- C. = less than _____ in annual potential

Exercise Four: Planning for Investing Your Time Appropriately

Once you have ranked your customers and prospects into A, B, or C categories, you now must use that information to make cold-blooded business decisions about where to invest your time. Use the space below to identify those accounts that you want to emphasize next week and each of the following three weeks after that. Simply list the A and B accounts that will get the majority of your time in each of the four weeks.

Next week: (dates) _____

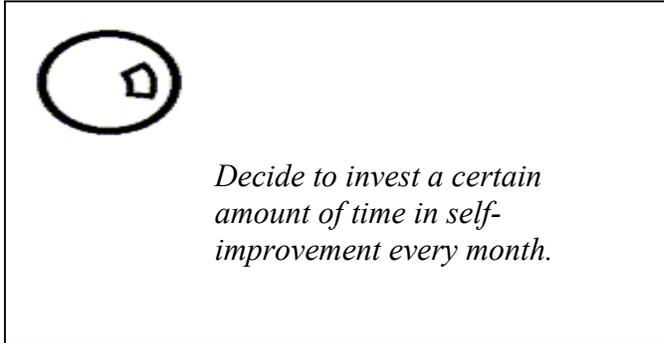
Following week: (dates) _____

Following week: (dates) _____

Following week: (dates) _____

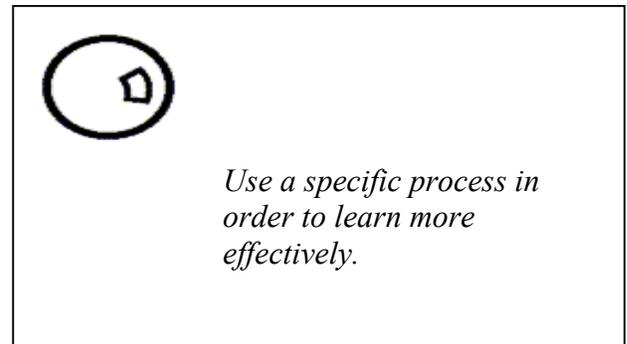
Exercise Five: Generating Ideas

Use the bubble pads to write down at least three good ideas you gained from today's session. Remember the four criteria for a "good idea." We've illustrated a couple of samples for you.



Remember, a good idea is one that

- * focuses on the future*
- * focuses on action*
- * focuses on your behavior*
- * is a small step toward one of your learning goals.*



Exercise Six: Distilling the Best

Select the one good idea from the previous exercise that you think is the best. To help you make that selection, ask yourself these questions:

1. Which of these ideas could make the fastest impact on my performance?
2. Which of these ideas would make the biggest impact on my performance?
3. Which of these ideas am I most passionate about?

Rewrite that idea here.

Exercise Seven: Precisely Prescribing

Turn the idea from the previous exercise into a Precise Prescription. Write that prescription on the Rx pad. We've done an example for you. Now, take your prescription and post it someplace where it will remind you to do it.



(Precisely Prescribe)

I will set aside two hours every week for personal improvement and keep a record of what I do in that time.