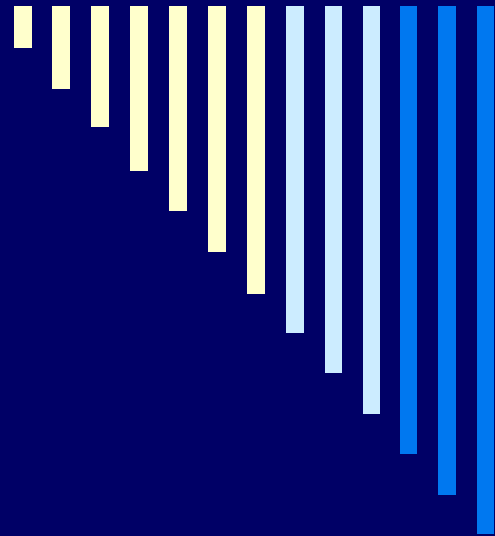


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Time Management Best Practices for Sales People

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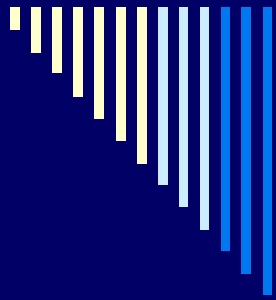
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1/17/2008	HR Benefits Training	Augusoft, Inc.
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Lumens Business-to-Business (B2B)

- Lumens B2B is built atop the functionality of Lumens Contract Training.
- Easily manage your entire corporate client's lifecycle- from proposal to contract to invoice.
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- Create your own or use built-in proposal and contract templates.
- Generate client invoices, manage instructor and vendor payments and record receivables.
- Added efficiency supports the building of new partnerships and cross-functional relationships!



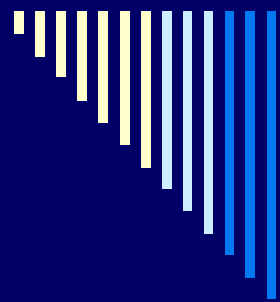
Session Agenda

- Why even talk about time management?
- Best Practices for sales by the numbers
- Planning your day with priorities
- Setting your goal and working backwards
- Best Practices to be high performing
- Time wasters
- Hot tips for excellent time management



Why even talk about Time Management?

- Because most sales people spend only 10% of their available time selling!!!
 - Active selling – 10%
 - Prospecting – 10%
 - Problem Solving – 14%
 - Personal phone calls and e-mails – 17%
 - Travel time – 18%
 - Administration – 31%
-



Best Practices for Sales By the Numbers

- 3-4 hours/day – time spent in front of a customer
- 4-6 – number of face-to-face sales calls per week
- 4-8 – number of outbound proactive prospecting calls/day
- 5 – number of new large Key Accounts in development
- 10, 2 & 4 – time of day you check VMX & e-mail
- 5 minutes – time it takes for customer to form an opinion of you
- 4 hours – longest length of time to return a customer's inbound call
- 2 – number of hours spent in creative thinking per week



Key to Successful Time Management for Sales people

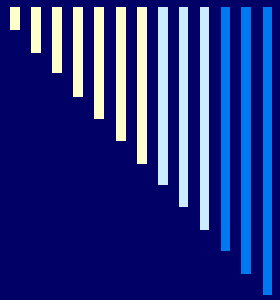
- ❑ Spend more time with high potential customers
 - ❑ Spend more time with qualified leads and referrals
 - ❑ Spend more time identifying customer needs and creating solutions
 - ❑ Spend less time on administrative duties
 - ❑ Spend less time on non-revenue producing activities
-



Plan and Prioritize Your Day

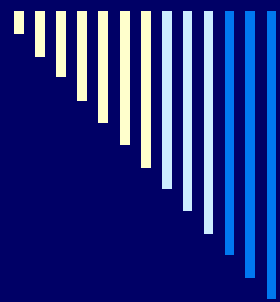
- **A** – Most important with serious consequences
- **B** – Something you should do with only mild consequences
- **C** – Nice to do with no consequences
- **D** – Delegate
- **E** - Eliminate





Work on the most important thing first!

- List A1, A2, A3, B1, B2, B3, C1, C2, C3
- Work on tasks that give Key Results:
 - Prospecting
 - Building rapport and trust
 - Identifying needs
 - Asking probing questions
 - Presenting the proposal persuasively
 - Answering objections
 - Closing the sale
 - Getting re-sales and referrals



Setting a Sales Goal

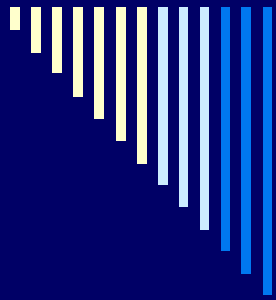
50 weeks/year and 40 hours/day

□ \$1,000,000/year

- \$83,333 a month
- \$20,000 a week
- \$4,000 a day
- \$500 an hour
- \$8.33 a minute

□ \$250,000/year

- \$20,000 a month
- \$5,000 a week
- \$1,000 a day
- \$125 an hour
- \$2.08 a minute



Food for Thought

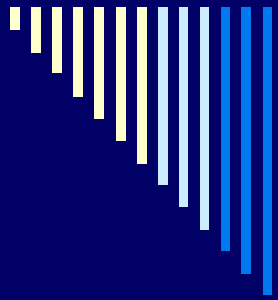
- ❑ Never confuse activity with results
- ❑ Distraction is the thief of sales growth – 40% of time is lost
- ❑ Colleges hold the sales person back with
 - Unproductive meetings
 - Interruptions
 - No sanctuary to make outbound calls
 - Little or no tools to be productive
 - Working for unnamed goals and results





Best Practices of a High Performing Workforce Development Salesperson

- ❑ Determine top three goals and work only on tasks that complete those goals
 - ❑ Focus on accounts with high yield possibilities
 - ❑ Organizes his/her day, week, and month by looking at top goals and priorities of the workforce development area.
 - ❑ Identify your most effective time of day
 - ❑ Doesn't allow interruptions
 - ❑ Gets enough sleep
 - ❑ Eats right and exercises
-



More Best Practices

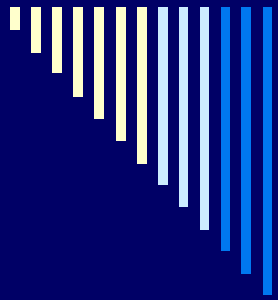
- Motivates self with coach, tapes, books, watching self talk and reactions to situations during day
- Keep a positive attitude
- Uses affirmations
- Utilizes technology to save time and motion
- Stays calm and focused by detaching from the phone and e-mail.



Take Back Your Time!

- Release yourself from e-mail prison
 - 80% of e-mails you receive have no value
 - 20% of the 20% or 4% actually require immediate response
 - The other 16% can be ignored





Time Wasters for Sales People

- ❑ Responding to e-mail immediately when it comes in, making it harder to refocus
- ❑ Taking every call when it comes in
- ❑ Surfing the internet
- ❑ Chatting with co-workers
- ❑ Spending time on low revenue producing accounts
- ❑ Reading during selling hour



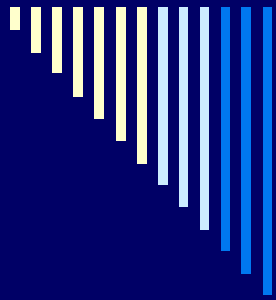
More Time Wasters

- ❑ Sorting mail
- ❑ Cleaning desk
- ❑ Attending meetings unrelated to sales
- ❑ Playing telephone tag
- ❑ Being stood up because you didn't confirm appointment
- ❑ Listening to office gossip
- ❑ Writing proposals without a template
- ❑ Working on a C priority when an A isn't completed
- ❑ Handling paper more than once



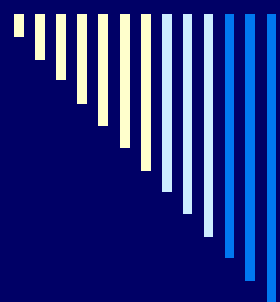
More Time Wasters

- ❑ Repetitively typing the same information into different forms
 - ❑ Calling on non-decision makers
 - ❑ Talking to co-workers at chamber meetings
 - ❑ Not knowing your products
 - ❑ Not using technology to the fullest to save time
 - ❑ Driving to a meeting instead of using Go To Meeting
 - ❑ No sales call or fulfillment process
 - ❑ Never delegating
-



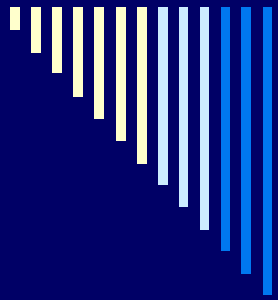
Even More Time Wasters

- ❑ No database of phone numbers or e-mail addresses
- ❑ No directions for sales calls appointments
- ❑ Blaming others for the loss of your accounts
- ❑ Selling to customers during the wrong sales cycle/fiscal year dates
- ❑ Not working when you are at work
- ❑ Starting meetings late
- ❑ No meeting agendas
- ❑ Not working the 80/20
- ❑ Letting distractions get you
- ❑ Reacting to bad situations
- ❑ Closing only small accounts



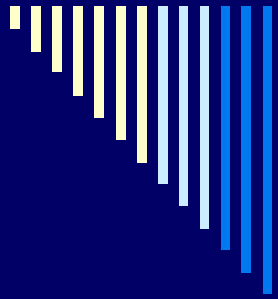
Hot Tips for Excellent Time Management

- ❑ Set a monthly goal – calculate number of prospect needed to hit that goal
- ❑ Calculate the value of your time per hour
- ❑ Block off time to make calls and prospect
- ❑ Post your revenue goals in clear view
- ❑ Sell when business hours are open
- ❑ Stay away from people who waste your time
- ❑ Close your door and make prospecting calls
- ❑ Be on time for calls and meetings



More Hot Tips

- Use a daily task list to stay on track with A1, A2
- Motivate yourself to take action
- Minimize office meetings
- The 80/20 rule always applies
- Think geographically—cluster appointments
- Confirm your appointments the day before



Final Thoughts

- Time management is the key to successfully managing your day
- List your goals, determine tasks to complete that goal, prioritize the tasks and execute beginning with the A1
- Delegate and eliminate some tasks
- Handle interruptions
- Have fun on the journey!



For More Information

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