Time Management
Best Practices for Sales People

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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.
- Provide flexible billing terms and manage non-class items and cost.
- 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
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.
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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