

How to Manage your Time to Improve Sales - Part 1 of 2

Self-management is integral to time management. If you can't manage yourself you won't be able to manage your time. Without effective time management sales success is but a dream. Poor time management is one of the main reasons why salespeople fail – they don't see enough prospective clients and clients to hit their sales targets.

Test yourself, and be honest, how many of the following statements would you answer yes to?

- 🕒 I usually run late for appointments
- 🕒 I feel I am always in a rush
- 🕒 I would get more done if I wasn't interrupted
- 🕒 I feel overwhelmed with paperwork
- 🕒 I usually skip lunch
- 🕒 I put off difficult, uninteresting or unpleasant work
- 🕒 I work longer hours than others
- 🕒 I don't exercise

If you answered yes to 4 or more of the statements then there is an opportunity to improve your time management.

If you spend too much time thinking about what you will do and procrastinate or rush around and achieve little because you have no real plan in mind, you are in or headed for, a stressful sales career. Success is having a balance between your plan and action.

By balancing your time and action you will:

- 🕒 Spend more time in face to face selling situations giving you the greatest opportunity to sell more and increase sales
- 🕒 Significantly reduce time wasters such as unnecessary travel between sales calls or spending too much time with low revenue clients.

Common time wasters in sales are:

- 🕒 Procrastination caused by fear, uncertainty and or self-doubt
- 🕒 Inability to say *no* resulting in an unsustainable work load
- 🕒 Disorganisation
- 🕒 Travelling unnecessary distances between sales calls
- 🕒 Waiting an unnecessary length of time to meet with clients
- 🕒 Sales meetings that lack structure
- 🕒 No sales call objective/s, not setting priorities or deadlines
- 🕒 Spending an unnecessary length of time on the phone or the computer

The three principles of time

Whenever undertaking a task, ask yourself these 3 questions:

1. Do I really need to do it?

Each activity should be reduced to its most essential part. Do what is most important to achieve the desired outcome, for example, do you need to visit a particular client at a given

regular interval? What if you extended the interval by a week and sent an email in the interim? How much time would that free up for you to do more business development? What if you did this with 25% or more of your client base?

2. Is it the most advantageous thing I can do at this moment?

If you do tasks other than those that are sales related you will lose valuable selling time, for example, delivering products to clients when it is cost effective to arrange a courier to do it.

3. Is it the most efficient thing I can do?

Is there a more efficient way of executing your current tasks to free up your time? For example the way you manage your client base?

Being able to manage yourself better can reduce stress levels, improve focus and allow you to see more prospective clients and clients. When you do that you will be in a prime position to increase sales revenue.

If you would like to discuss this topic or any other relating to sales or sales management then contact Kurt Newman direct on +61 412 252 236 or email on kurt@salesconsultants.com.au.



Kurt's expertise is in sales strategy, sales management development; group structured sales training and infield sales coaching. As a sales person he has successfully sold products and services in 4 major market/product segments: new product sales, consultative sales, relationship sales and retail. During his selling career he created sales records for three companies in two industries and won many other sales awards for outstanding performance.

