

Time Management Checklist

Managing your sales day-- the checklist for those who drive sales...

Time is money-- never a more true statement, especially for sales & marketing professionals. Money for you and revenue for your company. You're a professional dedicated to generating ever increasing levels of sales revenue. How efficiently you allocate your assets (your time, your skills, your resources) directly impacts your ability to deliver those results and enjoy your success.

Time is a paradox for everyone. It's an absolute; it's perfectly equal for everyone... same days in a month, hours in a day and minutes in an hour. Yet time seems to work better for some and be more abundant for others. Those with seemingly more time have learned how to manage the allocation of their assets around time.

Below is your time management checklist for the sales & marketing professional. It'll help you identify the important elements to consider when developing your personal time management system. Some aspects may apply to your sales environment, some may not-- use what works for you and skip the rest. Moving forward be sure to evaluate your time management practices periodically and use this checklist as your guide.

The sales time management checklists... organize your time...

The money hours

organize your day around the money hours-- the hours you can and should be talking with prospects and customers
non-revenue generating activities are before or after the money hours

Prospecting hours

dedicate a certain percentage of money hours to prospecting
vary the time of day you prospect to increase the probability of reaching prospects
schedule it, do it, love it

Follow up

queue up and standardize your most frequently used follow-up pieces for easy production and distribution
document follow up immediately-- do not set aside to document later

Professional development

schedule non-money hours for sales skill development or improving industry and/ or product

knowledge

Understand the value of your time...

Sales days

be aware of the sales days for each month and quarter
know where you are in the sales timeline and plan accordingly
download the sales day calendar

Sales stats

understand and track your sales stats so you may plan effectively
dials to contacts
contacts to qualified leads
qualified leads to proposals
proposals to contracts
contracts to customers
dials per hour
follow up calls per hour
follow up attempts before dropping

Extra time

choose a reasonable extra amount of time to dedicate to sales each day
(23 minutes each sales day adds one extra sales day each month)

Productive down time

always have something to read... always... for flight delays, waiting rooms and lines
use drive time for sales development and phone calls (get a headset if you can)

The extra call

one extra call a day is more than 250 extra contacts in a year

remember time management basics...

Start early

not only for the day, but also for the week, month and quarter
start early on projects and sales appointments

Plan ahead

understand time for the month, week and quarter

look ahead to sales days around holidays, end of the month and end of the quarter and plan accordingly

be aware of the sales "timeline" for your product-- where you are in the month and where you are with the prospect

Prepare yourself

you're a sales professional-- prepare yourself for sales greatness with the sales checklist tool

Respect time

your time, your prospect's time, and customer's time

professionals don't waste time and prospects and customers respect those who understand this... be punctual and be succinct