

Time: Make every Tick Count

Time is of the essence, isn't it? What's important in your professional and personal life? Time is critical and essential to selling success. Unfortunately, time is a limited resource. Don't expect any more than the twenty-four hours each of us is given at the start of every day. This precious time is your daily allotment. You have unlimited choices each day. You can use time or you can waste time. You can prioritize what you will do with your time, or you can let time dribble by and squander it forever.

"Time management" is at best a myth and at worst an oxymoron. You have zero control over the speed of time. You can't speed it up or slow it down. You are relegated to winding up the old grandfather's clock and changing the batteries in your watch. Your control over time is nonexistent. How you use your time is an exercise in self-control. Sadly, most folks don't score well in this category, because it requires discipline and diligence.

Do you know the answers to these questions without having to do the math?

Fifteen minutes is what percent of a twenty-four hour day?

Fifteen minutes is what percent of an eight-hour day?

How many minutes are there in a day?

How many hours are there in a week?

What's the average life expectancy for a male/ female?

How much time do you have left?

Most folks don't have a clue to the answers because they macro-manage their time. The macro's waste a lot of time. The micro's compartmentalize everything they do and they typically get more done. The difference between the two is small yet staggering. It's small because minor changes are easy to adopt. It's staggering because these adaptations to your schedule can dramatically change your life forever.

Here's a timely dozen. Twelve ideas, easy to incorporate, that can dramatically impact your selling results, your family and your fun.

1. Set your alarm clock for thirty minutes earlier each day of the week. Do the math and see how much extra time it gives you. How you use the extra time is up to you.
2. Begin every day with a written "To Do" list. Your list should contain all the things you want to do, all the people you want to call, all the phone numbers for all the

- people you want to call, and the six most important items on your list must be prioritized.
3. Think of your calendar as the center of your life. Identify what's important to you and always put those things on your calendar. Your family belongs on your calendar. Your vacations, exercise, reading, and hobbies belong there too. If your calendar controls your days, make sure you're headed in the right direction.
 4. Build time cushions into your calendar every day. A little elasticity goes a long way in a hectic lifestyle.
 5. Read every day. Not reports, but personal growth material. If you don't nurture yourself, you won't grow. Take notes when reading to capture good ideas.
 6. Don't let a day go by without asking "Is there a better way?" If there is a better way, make the changes. Don't wait for someone to hand you a "passport" to enter the world of change.
 7. Wear a watch and watch you watch. It's mindless to wear a watch and not pay attention to it. Being on time says a lot about your consistency and credibility. Being late says something too.
 8. Delegate more. Forget Lone Ranger selling. Don't do anything if someone else can do it for you. You can't double your sales if you're doing a lot of non-selling stuff. Your highest priority is to be face-to-face with your customers.
 9. When you go on vacations don't call the office. They'll survive without you. You'll also send your family a powerful message about their importance.
 10. Take good notes. If it's noteworthy, write it down.
 11. Buy new technology only when it simplifies your life. You can do without it if it's going to complicate things.
 12. Clean your office, your brief case and your car quarterly. Toss out everything that's not essential to your personal and professional life. Clutter is a distraction. It's not about you knowing where something is. Clutter sends the wrong message to everyone who sees it.

Remember, fifteen minutes is 1% of a twenty-four hour day.

Remember, fifteen minutes is 3% of an eight-hour work day.

Remember, there are 1440 minutes in a day.

Remember, there are 168 hours in a week.

Subtract your age from your life expectancy and multiply by twelve to determine your life expectancy in months. Men use seventy-six years and women use seventy-nine years. Don't put off living. Life isn't a dress rehearsal and no one gets out alive. If you pack every day with the right stuff, you'll live a longer and better life.