

The following is a highlighted summary of the book, 10 Secrets of Time Management for Salespeople, published by Career Press. The statements below are key points of the book as determined by James Altfeld and have been made available at no charge to the user.

10 Secrets of Time Management for Salespeople

By

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10 Secrets of Time Management for Sales People

Time Management for Sales People

1. Has the quantity of the products or services you sell increased in the last few years
2. Have those products or services become more complex and sophisticated
3. Are your customers more difficult to see today than they were three years ago
4. Does voice mail give you fits
5. Do your customers expect you to set appointments rather than just stop in
6. Does your company require you to collect more information today than it did a few years ago
7. Are your customers more pressed for time when you see them
8. Are you expected to complete more forms and attend more meetings, either in person or electronically, than previously?
9. Are you expected to work more closely with others in your organization, perhaps even be part of a team
10. Do you find yourself working longer and harder than you did a few years ago
11. Are your personal relationships suffering as a result of your stress and hours on the job
12. Are you worrying about your personal performance

Effective time management allows you to eliminate those things you must do that wear you down, sap your spirit and weary your psyche.

The workday of the field sales person, by its very nature, is unpredictable and constantly changing. You may start out with five solid appointments and have the first one call in sick and the second be too busy to see you. Your best plans can be wiped out by an urgent call from a customer.

Field sales people are solely responsible for how they spend their time. They decide where to go, who to see and when to do it. As a result they must be more disciplined and attentive to time management than people who work in other jobs.

Before you meet with a client, fax or email him your agenda.

SPEND ABOUT 20 PERCENT OF YOUR TIME THINKING ABOUT THE OTHER 80.

Pre-Call Review

- Why am I here
- What value am I bringing the customer in this call
- What do I want to accomplish
- How am I going to do that
- Do I have all the materials I'll need

Post-Call Review

- What went well
- What did I do to make that happen
- What went poorly
- What could I have done differently to get better results
- What should I do differently next time

TIP:

While you are with the customer, make your next appointment with him right then and there instead of playing phone tag later.

TIP

Call yourself and leave a message. Listen to it critically and ask yourself if you would return this person's message.

Stay Close to the Money:

Some tasks will result in dollars coming into the company before others will. Whenever you are too overwhelmed with too many tasks, apply the rule of closest to the money and do those things first that will bring you the money the soonest.

Create effective systems for regular tasks:

The dictionary definition of the word system that comes closest to our application is this: A regular, orderly way of doing something.

Good systems bring you two powerful time management benefits. First, systems reduce the amount of time you spend on a task. That's efficient. Two, they allow you to wring the greatest value from that task. That's effective.

Peel the Onion

As you peel each layer at a time, you find that each layer is more strongly scented than the one before. It is true to for the sales process. In trying to understand what your customer wants and needs you have to peel the onion.

- Technical specs
- The reason for the specs
- The situation
- Specific problems and objectives
- The business goals and visions
- The personal factor
- The reason for the personal factor