

Time management is crucial for success in sales

With all of the time constraints involved in the busy world of sales, a good salesperson has to be Superman to get everything done.

But Superman can fly. He has superhuman strength, can stop or reverse time, and he gains power from the sun.

While a nice day might invigorate you, Superman's other talents are out of reach.



MANAGING PERFORMANCE

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Though you may not be able to turn back time, you can certainly manage your day. If you're feeling there just aren't enough hours between midnights, it would benefit you greatly to put together a daily schedule.

It's addition by subtraction: You'll gain more time in productive hours by giving up just a half-hour every day to plan that day out.

Here are a couple of simple tips to help you get started:

•**Set goals.** What are your goals for today? What are your goals for this week? What are your goals for the quarter?

Determining short-, mid- and long-range goals is a key activity for increasing your sales numbers and making your day more productive.

Is raising your client load the top goal for today, or is it more important to increase revenue?

Re-signing a client may take precedent over going after a promising lead.

Make sure to budget your time, determining what you must accomplish today and what you can pursue tomorrow.

Be sure to make your goals realistic and reasonable. Match them to your core values and the overall mission statement of your company.

And set your goals based on your data and market research -- not on the fact that you're having a slow sales month.

•**Analyze your checklist.** Which leads are immediate concerns and must be followed up today? Which clients need attention right away?

Analyze your leads and clients to determine how much time each situation -- and each client's behavioral style -- will demand.

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CONTROLLING YOUR TIME

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Analyze your checklist. Which leads are immediate concerns and must be followed up today? Which clients need attention right away? One client may want only a 15-minute phone call, while another will require a three-hour personal luncheon.

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Most salespeople start with the quick, easy, enjoyable activities first. The risk is that less-enjoyable activities get pushed to the back burner, and the "fun" benchmarks end up taking more time than they should.

Check to make sure your activities are consistent with your goals. As you analyze your daily checklist, ask yourself: How much closer does this activity move me to my ultimate goal?

In the end, taking a small amount of time in your day to plan will lead to less stress and more productivity, ultimately rewarding you with a bonus of discretionary time.

That, in turn, will lead to bigger sales, more revenue and happier clients.

And that can make you feel like, well, Superman.

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