

Sales and Service Excellence

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SALES/RESULTS

Got Sales?

Manage for results.



by Lenann McGookey Gardner

TIME IS THE BIGGEST obstacle standing between you and a strong new business development effort. We're all busy, and yet often we aren't fitting business-building activities into our packed days. It's possible to structure time better, so new business development happens.

As Todd Duncan writes in *Time Traps*, poor *task management* kills sales results. *Time management* is an out-of-date concept. You can't manage time, in the sense that you can't control time. You can only control the activities that take up your time, and judiciously tackle the right tasks. That's the key to better selling results.

Apply Four Tips

To increase your sales revenue within working hours, try these four tips:

1. Increase F2F and P2P time. Time spent face-to-face (F2F) or phone-to-phone (P2P) with people who can authorize money to be spent with your firm correlates directly

with success in new business development. Spending even five percent of your time—that's two hours a week, assuming a 40-hour work-week—correlates to a dramatic rise in revenue for many professionals.



2. Spread the time investment. Avoid having just a couple of "rainmakers" bring in business. Even junior managers who work directly with clients can recognize additional business that could be sold. Identifying talented people and teaching everyone up-to-date business development skills enables the sales task to be spread among many, so the time investment for each person is relatively small.

3. Block time to contact or

meet with prospects. Make appointments with yourself to do a minimum of two hours of prospecting every week by calling current clients, old clients, and new prospects. Break it into two sessions if you need to. Make this time sacrosanct on your calendar.

4. Get out or stay out of the office. Is your office so busy that you can't make time for business development? One of my clients decided that to be successful, everyone on his team must spend 60 percent of their time on new business development; as the leader, he is spending three days a week in front of prospects or clients. He'll set aside days for prospecting—making visits to clients who have additional business potential, and past clients whom he'd like to work with again. By getting out of the office, he eliminates distractions that keep him from growing business.

You'll close more sales and develop more business by managing the tasks that take up your time. **SSE**

Lenann McGookey Gardner, a former #1 sales rep at Xerox, offers cutting-edge sales training. She is the author of Got Sales? Visit www.YouCanSell.com.

ACTION: Manage your tasks to get better results.