

The Time Management **CHECKLIST**



time
`tahym

1 : the measured or measurable period during which an action, process, or condition exists or continues

Time is money – money for you, revenue for your company. And we all have the same amount of it. Same days in a month, hours in a day, and minutes in an hour for everyone. It just seems to work better for some than others.

THE TIME MANAGEMENT CHECKLIST

What you can do...

Please enjoy downloading, printing, and reading this material. You can also forward it by email to colleagues, customers, or friends (even mail them a copy if you need to slow things down a bit).

What you can't do...

Please don't let this material go to waste. Get out of the box (your office, your computer) and make an impact as a leader. Also, please don't sell this material or use it as a foundation for a speaking or training engagement outside of your own company. This material was created for internal use (internal to you and your company).

If you'd like to promote The Time Management Checklist to others, we'll love you for it. Just send them to www.JustSell.com/Tools.

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And we all have the same amount of it. Same days in a month, hours in a day, and minutes in an hour for everyone. It just seems to work better for some than others.

This is your time management checklist for sales leaders. 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. It's your sales time... Are you rich enough not to waste it?*

ORGANIZE YOUR TIME

The money hours

- Organize your day around the money hours – the hours when you can and should be talking with prospects and customers
- Handle non-revenue generating activities before or after the money hours

Prospecting hours

- Dedicate a certain percentage of money hours to prospecting-only time
- To increase the probability of reaching prospects, vary the time of day you prospect
- Schedule it, do it, love it

FOOTNOTE: the “are you rich enough not to waste time?” question above was inspired by the film wall street – 1987... the antagonist, Gordon Gekko, while not a great role model, gave us some great lines... this one implies that wealthy people understand that time is very valuable.

ORGANIZE YOUR TIME, continued

Follow-up

- Queue up and standardize your frequently used follow-up emails and communications for easy production and distribution
- Document follow-up activity immediately – don't set it aside

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 and post a sales days calendar

Sales stats

- Understand and track your sales stats so you can plan effectively. Use this space to record the following:

___ 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 disqualifying

___ Determine the value of each sales hour
given your earnings level/ target

UNDERSTAND THE VALUE OF YOUR TIME, continued

Extra time

- Choose a reasonable amount of extra time to dedicate to each sales day (10 extra minutes each sales day adds one extra sales week to your year and potentially one extra week of income... if not more)

Productive down time

- Always have something to read always – always – for flight delays, waiting rooms, and lines
- Use drive time for sales development, practice (e.g., confident closing statements, objection handling, asking open-ended questions, etc.), and phone calls (get a headset if you can – no texting)

The extra call

- One extra call a day is more than 250 extra contacts in a year

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be happy. do something.™

***smover** ('smoov-er) **noun**: 1. a person who smiles and moves 2. someone who matters to the world, all with a smile

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

- 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 (cycle) for your product, where you are in the month, and where you are with the prospect

Respect time

- Your time, your prospect's time, your customer's time
- Professionals don't waste time and prospects and customers respect those who understand this – be punctual and be succinct

THE TIME MANAGEMENT CHECKLIST



Time is the most valuable thing a man can spend.



THEOPHRASTUS (372 BC–287 BC)
GREEK PHILOSOPHER

Organize your time

- Organize your day around the money hours
- Handle non-revenue generating activities before or after the money hours
- Dedicate a certain percentage of money hours to prospecting-only time
- Vary the time of day you prospect
- Schedule your prospecting, do it, love it
- Queue up and standardize follow-up emails and communications
- Document follow-up activity immediately
- Schedule non-money hours for professional development

Understand the value of your time

- Be aware of the sales days for each month and quarter
- Know where you are in the sales timeline and plan accordingly
- Download and post a sales days calendar
- Understand and track your sales stats so you can plan effectively
- Choose a reasonable amount of extra time to dedicate to each sales day
- Always have something to read for flight delays, waiting rooms, etc.
- Use drive time for sales development, practice, and phone calls
- Make it a habit to make one extra call a day

Remember time management basics

- Start early each day, week, month, and quarter. Be prepared.
- Start early on projects and sales appointments
- Look ahead and plan for sales days around holidays, end-of-the-month and end-of-the-quarter
- Be aware of the sales timeline (cycle) for your product, where you are in the month, and where you are with the prospect
- Respect your time, your prospect's time, your customer's time
- Be punctual and be succinct

Life all comes down to
A FEW MOMENTS.

This is one of them.

BUD FOX
Stock Broker
from the film, Wall Street (1987)