



Everyone is given exactly the same amount of time each day. It is up to us to manage this time as we would any other precious, nonrenewable asset. In the world of commission sales, time is indeed money! Time management is at the very core of being a successful salesperson. Effective salespeople know how to concentrate on results while ineffective salespeople concentrate on just being busy.

Counting time is not nearly as important as making time count. Effective salespeople focus on task achievement rather than tension relieving diversions. By incorporating the use of proven time management techniques into your daily routine, you will earn more money and experience less stress in your life.

Avoid procrastination in all of its attractive forms. Learn to separate the important from the unimportant and develop a "Do it NOW" attitude. People manage time by managing their activities and managing activities begins with planning. Effective time managers understand the importance of "planning their work and

then working their plan."

It is up to you to respect time and give it both meaning and value. If you want to know the value of a year, ask a P.O.W. that has lost his freedom. If you want to know the value of a month, ask a mother that has given birth to a premature baby. If you want to know the value of a week, ask the editor of a weekly newspaper. If you want to know the value of a day, ask a schoolboy on the last day before summer vacation. If you want to know the value of an hour, ask a criminal sentenced to death. If you want to know the value of a minute, ask a person that just missed their flight. If you want to know the value of a second, ask a person that just avoided a serious car accident. If you want to know the value of a millisecond, ask an Olympic silver medalist.

1. Plan your day the night before. List and prioritize the top five objectives you desire to accomplish when you get to the office. Start with the number one item on your list and stay with it until it is complete. Try to do the most difficult tasks first.

2. Your first priority as a salesperson is to make appointments. If you do not have an appointment with a prospect, then get on the phone and make one. I recommend you make your phone calls in the morning when you are fresh and alert.

3. Let your friends and co-workers know when you do not want to be disturbed. Close your office door and stay focused on the task at hand. An open door invites continuous distractions.

4. Get to the office early. You will never be successful in the sales profession if you get into the habit of coming to work at the "crack of noon."

5. Avoid long personal phone calls, lunches and coffee breaks. How much of your day do you spend with a client or actively prospecting for new business? You may want to start an activity log and track how you spend your time.

6. Delegate, delegate, delegate. Avoid the temptation

of doing administrative duties and paperwork. Salespeople historically tend to hide behind their paperwork. Focus your efforts on the things that you are licensed or hired to do and consider employing someone else to handle your paperwork. If you have any doubt, ask yourself "What is the best use of my time right now?"

John Boe presents a wide variety of motivational and sales-oriented keynote/breakout session/seminar programs for sales meetings and conventions. When you book John for your next sales meeting or convention, you get a nationally recognized author, sales trainer and business motivational speaker with an impeccable track record in the meeting industry. Copyright 2007, John Boe International. All rights reserved. For additional information, contact the FrogPond at 800.704.FROG(3764) or email susie@FrogPond.com; <http://www.FrogPond.com>.

TIME MANAGEMENT TIPS