

Developing the Next Leaders

Time to do the things you love

Time Management

Question: What is the one thing Salespeople can use and never get back?

Time management is critical for salespeople and humans alike. Success, no matter how you measure it, depends on people's ability to make the most of their time. In the world of sales, there's seemingly always more to do, more clients to reach out to, more proposals to write, and more follow-through to execute. However, there's only so much time in a day. Therefore, salespeople must learn to manage their time effectively to perform at their highest level. In this blog, we discuss some essential (and fundamental) time management tips for salespeople.

1. Plan Your Day

The first step to effective time management is to plan your day. Ideally the night before, but at least at the start of the day, take a few minutes to review your to-do list, schedule your appointments and tasks, and prioritize them based on their **significance** and importance. Having a plan for the day helps you stay focused, productive, and prevents you from wasting time on non-essential tasks. Remember, the salesperson who doesn't have a plan is usually the most easily distracted.

2. Use a CRM

I know, I know, it's obvious but still important to discuss, a Customer Relationship Management (CRM) tool can be a salesperson's best friend. It can help you organize your leads, clients, and prospects, and track your interactions with them. By keeping all your client information in one place, you'll easily track your progress with them, set reminders, and follow through at the right time. (Pro tip: make sure you set **sequences** of reminders/touch points, do only set a **singular** "task" post meeting)

3. Leverage Technology

There are many tools and apps available that can help salespeople manage their time better. For example, scheduling software like (Zoho Bookings, Calendly and Mailchimp) help you schedule appointments and calls without the back-and-forth of emails. Similarly, task management tools (Monday.com) can help track your progress and stay organized. Top performing salespeople work best from daily task lists.

4. Focus on High-Value Activities

As a salesperson, time is limited, and you must be deliberate how you spend it. Focus priority hours on high-value activities, those **with significance not just urgency** such as prospecting, closing, and following through with clients. Spend off peak time on low-value activities such as administrative tasks that can be outsourced or automated.

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5. Set Boundaries

Salespeople often have to deal with a lot of distractions such as emails, phone, and social media notifications. Set boundaries to minimize these distractions and focus on your work. For example, turn off notifications during focus times of the day, and schedule 3 specific times daily to check and respond to emails. (Pro Tip: 8:30am, 1:15pm & 5:15pm)

6. Take Breaks

Taking regular breaks/buffer times throughout the day is essential for staying productive and avoiding burnout. Salespeople can get caught up in the cycle of constantly staying busy, while forgetting to be productive when forgetting to take breaks. Take regular breaks by stepping out of your office and away from notifications to refresh your mind, relax, and recharge.

In conclusion, as discussed here and thousands of times before and likely many more yet to come, thoughtful time management is vital for salespeople's success. The above tips will help salespeople manage their time more effectively. By planning their day, using a CRM, leveraging technology, focusing on high-value activities, and taking breaks, salespeople will be more productive, efficient, and fulfilled.

