

SALES & CUSTOMER SERVICE TRAINING TIPS TO WIN, GROW & RETAIN BUSINESS

CONTROL YOUR DAY

In most industries, sales reps stay busy every day by reacting to situations. You can start your day by immediately responding and reacting to every email that comes through. Or if you're in an office setting there can be colleagues who want to socialize for long periods of time. There are many examples of reacting to situations that inevitably take your focus away from what you should be working on. So you have to ask yourself, are you controlling your day or is your day controlling you?

While the scenarios above, and dozens like it, happen on a regular basis you do not have to be at the mercy of them. You have to take control of your day and not the other way around. While every day is different, create a schedule with time allotted for certain tasks. In the example below for media sales reps you will see it is color coded based on activity. You can easily modify these tasks to be relevant to your role. You know your goals and priorities and what you should be doing. Set a schedule that keeps you on task and allows the proper amount of time for each activity. Fires and emergencies will come up, but if you stick to your schedule and control your day, your productivity will increase dramatically.

Time	Monday	Tuesday	Wednesday	Thursday	Friday
8-9A	Coffee with Client				
9-9:30	Send industry related emails.	Prepare/Research Presentations	Prospect for new clients	Prepare/Research Presentations	Phone Calls - Set Appointments
9:30-10	Account Meeting	Prepare/Research Presentations	Meeting	Prepare/Research Presentations	Phone Calls - Set Appointments
10-10:30	Prepare/Research Presentations	Prepare/Research Presentations	Meeting	Prepare/Research Presentations	Phone Calls - Set Appointments
11-11:30	Meeting	Meeting	Phone Calls - Set Appointments	Meeting	Meeting
11:30-12	Meeting	Meeting	Phone Calls - Set Appointments	Meeting	Meeting
12-12:30	Read/Research during lunch	Lunch	Read/Research during lunch	Lunch	Client Lunch
12:30-1	Read/Research during lunch	Lunch	Read/Research during lunch	Lunch	Client Lunch
1-1:30	Meeting	Meeting	Meeting	Meeting	Meeting
1:30-2	Phone Calls - Set Appointments				
2-2:30	Prepare/Research Presentations				
2:30-3	Prospect for new clients				
3-3:30	Phone Calls - Set Appointments				
3:30-4	Phone Calls - Set Appointments				
4-4:30	Phone Calls - Set Appointments				
4:30-5	Follow Up - Thank you notes, etc.				
5-5:30	Recap day with notes, return calls and to do list for next day	Recap day with notes, return calls and to do list for next day	Recap day with notes, return calls and to do list for next day	Recap day with notes, return calls and to do list for next day	Recap day with notes, return calls and to do list for next day
5:30-6	Recap day with notes, return calls and to do list for next day	Recap day with notes, return calls and to do list for next day	Recap day with notes, return calls and to do list for next day	Recap day with notes, return calls and to do list for next day	Recap day with notes, return calls and to do list for next day
27	Internal Prep Work				
28	Face to Face Meeting				
29	Phone Calls				
30	Self Help/Cont. Education				
31	Follow Up				

KEY TAKEAWAYS:

- ✓ Stop working in a reactionary way.
- ✓ Control your day, don't let your day control you.
- ✓ Have specific time set aside for each task.

80% of sales require 5 follow-up calls after the meeting.

44% of sales reps give up after 1 follow-up. Source: Brevetgroup

DO WHAT YOU SAY YOU'RE GOING TO DO

It sounds like a no-brainer. You say you're going to do something so it'll be done. Well, that's not always the case. Often sales reps will tell clients they're going to do something and then, for a number of reasons, it doesn't happen. Sometimes the rep forgets, loses track of time, doesn't view it as a priority, or assumes someone else did it.

There are many reasons or excuses but the reality is this, no matter how big or small the task is, if you said you were going to do it then you need to do it. For example, if you say you will have a proposal to the client by the end of the day, that doesn't mean tomorrow morning. Or if you say that you will call at 3P and don't call until 3:30P, then you didn't do what you said you were going to do.

Now, of course sometimes things come up that you cannot control but there is nothing more important than establishing and maintaining trust and credibility with a client or buyer. So if you think calling the client at 3:30 instead of 3P, the time that you said you would call, isn't a big deal, you're simply wrong.

KEY TAKEAWAYS:

- ✓ Your word is important.
- ✓ If you say you're going to do it, then do it.
- ✓ Everything you commit to doing is a big deal, treat it as such.

Salespeople who actively seek out and exploit referrals earn 4 to 5 times more than those who don't.

Source: Brevetgroup

We will take a look at ways to provide stand-out customer service in upcoming issues. In the meantime, think about your sales process... where can YOU make a difference in the customer experience? Share your success stories with us at Stephanie@crosshairmedia.net.

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