

Schedule Your Prospecting Time!

One thing I hear from sales representatives all the time is “My sales manager tells me I need to do more prospecting calls but the days don’t seem long enough. I am already working long hours each day so I don’t know where I can find the time!”

SPO Quick Sales Tip

To survive in sales, finding the time to prospect is not optional! The best way to do this is to arrive at the office Monday morning with your week already booked.

Use a calendar which shows a whole week on one page. Seeing the whole week at a glance is critical. If your PDA can’t do this, use a paper calendar instead.

Go to next week’s schedule and schedule your booked appointments, including meetings with customers, sales meetings and personal appointments. When doing this, also write in the geographic location of each appointment using the postal code.

Book in time for office duties next. This should be in non peak selling hours like either first thing in the morning or after 4 in the afternoon. Preparing quotes, answering emails, and completing sales paperwork should be completed in this scheduled time, but only in this scheduled time.

Lastly, book at least one hour per day for prospecting. Remember, this is a scheduled appointment just like a meeting with a prospect. You wouldn’t cancel on a customer, so don’t cancel on yourself and your future sales success.

Now prospect this week to fill the holes in next week. Book your new appointments in the same geographical locations as the existing ones so you minimize travel time.

With some proper planning and time management techniques, you can fit more into your day. The key is that you need to work this week to book next week!

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