

## Sales Quote of The Month:

"A *no* is just the next step to a *yes*." –  
Author Unknown

## Sales Tip of The Month:

Having trouble staying motivated? Divide your sales results or earned commissions by the number of prospecting calls you complete. Knowing how much each prospecting call is worth to you will help keep you going.

***It takes 10 calls to make a sale. Really? Then why isn't every sales rep who makes 10 calls at quota?***

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## ***Tracking Your Sales Activities?***

Chances are, as a job requirement, you must submit a weekly sales report to your sales manager. Some sales representatives, normally those not at quota, perceive these sales reports as a policing action. "The boss is only checking up on me to ensure that I am doing my prospecting calls."

Believe me when I tell you that your sales manager already knows if you are making your calls or not, regardless of whether or not you are submitting a sales report. Your sales results, or lack thereof, are already showing your manager that information.

The most successful sales representatives look at sales reports differently. They see them as tools to monitor if they are on course to reach their goals.

These sales representatives know that by tracking their activities, they can ensure they are completing the necessary daily tasks that will make them successful.

They also know that activity tracking can determine areas for improvement so they can be even more successful in the future. In other words, the most successful sales representatives, those that make the highest incomes, see sales reports and activity tracking as their GPS navigation system on the road to achieving their income and lifestyle goals.

I think everyone has heard at one time or another that it takes ten calls to make one sale. Really? Then why isn't every sale representative who does 10 calls at quota?

Every industry and every sales representative works on a different set of averages. I remember being told "just do ten calls and you'll get a sale." After being very frustrated at not achieving my goals, I started tracking my sales activities. Turns out, because buyers in my industry only purchased once every five years, I needed to do 50 calls to get one sale!

To start tracking your activities, first define the steps of your sales process. For example, your sales process could include prospecting, fact finding, and making presentations.

Next, create a tracking sheet where you can enter and monitor your activities for each step of the sales process. You should also include your sales results on the sheet.

You can track by week, by month, or by year, whatever works best for you and your industry. The longer the tracking time frame, the more accurate the results.

Some find it helpful to include activity and sales goals on the tracking sheet as well. This way, you will always know if you are on the right path to reach your goals

By using a sales activities tracking system like this, you will soon see what it is that you have to do to be successful. Knowing what it is you have to do makes doing it that much easier!



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## ***Ask The B2B Sales Coach***

Dear B2B Sales Coach:

Tax time is coming and I have this shoe box full of receipts. I have no idea what my deductions are and I don't know how much I should put into my RRSP. Any ideas as to how I should organize to make things easier?

- Brad, Mississauga, ON

Dear Brad:

Unfortunately this year, you have a big sorting job ahead of you. For next year, however, I would recommend throwing the shoe box away and replacing it with a filing system for your deductible expenses.

I am by no means an accountant, but here is a filing system that was recommended to me to organize receipts for sales representatives. Create a file folder for each of these categories: Automobile (gas, parking, washes, insurance etc.), Charitable Donations, Home Improvements, Internet Service Charges, Meals, Medical, Office Supplies, Other, Postage, Telephone/Cellular and Utilities.

Put your receipts in the appropriate file at the end of each day. When it comes time to submit your taxes, all the sorting is done! You just have to total up the receipts.

If you need to keep a mileage log, and most of us do, simply enter your starting and ending odometer reading in your day timer or PDA each day. At the end of each week, month, or year, simply subtract the opening and closing mileage readings.

Wondering how much you need to contribute to your RRSP this year to minimize your tax bill? One of the best Canadian tax calculators that I have found is available on line at <http://www.taxtips.ca/calculators/taxcalculator.htm>. Regardless of what province you live in, this tool will help.

Brad, I hope this helps. When in doubt, seek the advise of a good accountant!

- The B2B Sales Coach

## ***Recommended Reading***

**Why People Don't Buy Things – Five Proven Steps to Connect with Your Customers and Dramatically Increase Your Sales** by Harry Washburn & Kim Wallace

For anyone who has ever faced price competition, the lessons contained in the chapter "Rita Buys Her Dream Car" alone makes this one worth the read.

To recommend a good sales read, please email the B2B Sales Coach.

## ***About B2B Sales Connections***

B2B Sales Connections provides consulting services to sales organizations and sales professionals in the business to business marketplace. Founded by successful, experienced professionals, the firm specializes in helping clients achieve greater sales success by focusing on recruiting, training and marketing services for both the employer and employee alike.

In addition to consulting, B2B Sales Connections is Canada's premier niche job board and career website dedicated only to business to business sales professionals.