

Sales Quote of The Month:

“Not doing more than the average is what keeps the average down.” – William M. Winans

Sales Tip of The Month:

Need to keep a mileage log? Enter your starting and ending odometer reading in your day timer or PDA each day. At the end of the week, month or year, simply subtract the opening and closing readings.

Every sales professional could improve their results if they just did more prospecting.

June 2010

Issue 1

I Don't Have Time To Prospect!

“I don't have time to prospect!” There's a line that will send your sales manager scrambling to search through their resume database.

To survive in sales, finding the time to prospect is not optional! Every sales representative needs a steady stream of new opportunities entering their sales funnel if they expect the right amount of sales flowing out.

Most sales people know they need to prospect regularly in order to be successful in the long term. In fact, virtually every sales professional could improve their results if they just did more prospecting.

However many are already working long hours and just don't know where to find the time.

The best way to ensure that you always make time to prospect is to arrive at the office Monday morning with your week already

booked.

Use a calendar which shows a whole week on one page. This is critical! The only way to plan a week properly is to be able to see the entire week at a glance. If your PDA can't do this, either find one that can or use a paper calendar instead.

Now go to next week's schedule and start to plan your time and how you are going to spend it.

The first things to enter into your calendar are your booked appointments. This includes 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 your time for office duties next. This should be in non peak selling hours, either first thing in the morning or after 4 pm. Preparing quotes, answering emails, returning voice mails and completing sales paperwork should be

completed in this scheduled time, but only in this scheduled time and not in prime selling hours.

Lastly, but most importantly, time should be scheduled for prospecting activities. Ensure that you book at least one hour each day.

Remember, this time 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 by failing to complete your prospecting activities.

Now prospect this week to fill the holes in next week. New appointments should be booked in the same geographical locations as the existing ones. This minimizes unproductive travel time and maximizes your time spent selling.

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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**SALES TRAINING
& CONSULTING
SERVICES:**

TORONTO:
905-426-3394

OTTAWA:
613-825-9139

[info@
b2bsalesconnections.com](mailto:info@b2bsalesconnections.com)

**NEWSLETTER
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[newsletter@
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**ASK THE
B2B SALES COACH:**

[askthecoach@
b2bsalesconnections.com](mailto:askthecoach@b2bsalesconnections.com)

**CAREER
CONNECTIONS:**

SALES PROFESSIONALS:

[candidates@
b2bsalesconnections.com](mailto:candidates@b2bsalesconnections.com)

EMPLOYERS:

[jobpostings@
b2bsalesconnections.com](mailto:jobpostings@b2bsalesconnections.com)

Ask The B2B Sales Coach

Dear B2B Sales Coach:

What was the worst cold call you ever made?

- A LinkedIn Group Discussion

Dear Group,

My worst cold call happened early in my sales management career when I was training a new sales representative in the field. We walked in the door of a business to be greeted by an extremely rude man who proceeded to literally scream at us about, among other things, why sales was not the most honourable profession.

I certainly didn't think his behavior was appropriate and I was not about to let anyone talk to me and my new sales representative that way. I finally interrupted him and stated very firmly, "Sir, we are out today meeting business owners who want to grow their business by showing their appreciation to their hard working employees. You obviously are not one of those business owners who value their employees enough to do that. Good day." We then stormed out of his business and continued cold calling.

By the end of the day, that same business owner had left us a message to apologize. He was obviously having a bad day and asked us to revisit his business. We ended up earning him as a customer a few months later.

What were the lessons we learned? First, the call might have been horrible, but it wasn't the end of the world. The sky didn't fall in. It will never get any worse than that. If we could survive a call like that, we could survive any call. More importantly, we learned that a no is just the next step to a yes!

Good luck and good selling!

- The B2B Sales Coach

Recommended Reading

How to Hire & Develop Your Next Top Performer- The Five Qualities That Make Sales People Great by Herb Greenberg, Harold Weinstein & Patrick Sweeney

The five qualities needed to be successful in sales hit the nail squarely on the head, and the discussion on the need to job match is excellent. A must read by every sales manager and executive who wants to build a winning team!

For more reading suggestions, visit www.b2bsalesconnections.com/books.php

About B2B Sales Connections

AIM HIGHER is written and edited by Susan A. Enns, managing partner of B2B Sales Connections. She has a proven track record of success, with over 22 years of direct sales, management and executive level business to business experience. She has also written the downloadable e-courses "Action Plan For Sales Success" and "Action Plan For Sales Management Success", and numerous automated sales tools.

B2B Sales Connections is the online sales training website with free sales resources, a specialized job board & free resume listing services dedicated only to business to business sales. Our mission is to help you achieve your sales potential!