

Allocating your time and activities appropriately between PAY TIME and NO-PAY TIME can mean the difference between barely making rent and going on President's Club. Which do you prefer?

Pay Time Activities

Criteria: (1) direct impact on sales, (2) done during normal customer business hours.

1. In Person Meetings
2. Live Demonstrations
3. Remote Demonstrations
4. Cold Calling Prospects
5. Emailing Prospect For Meetings
6. Price Negotiations
7. Contract Negotiations (terminology)
8. Deal Negotiations (pricing+terms+etc)
9. Contract Delivery
10. Final Contract Reviews
11. Picking Up Signed Contracts
12. Asking For Referrals
13. Referral Introduction Meetings
14. Referral Follow Up
15. Inbound Lead Follow Up
16. Customer Follow Up (specific to a sale)
17. Attending Trade Shows
18. Trade Show Attendee Follow Up Calls
19. Trade Show Attendee Follow Up Emails
20. Answering Deal Specific Emails
21. Returning All Prospect Calls
22. Client Lunches
23. Attending Networking Events
24. Networking Event Follow Up Calls
25. Networking Event Follow Up Emails
26. Foot Prospecting (walk ins)

No-Pay Time Activities

Criteria: (1) indirect or no impact on sales, (2) outside normal customer business hours.

1. Updating CRM Data
2. ALL Non Urgent Emails
3. Organizing Your Desk
4. Updating Customer Contact Info
5. Entering Business Card Contact Info
6. Finding Prospects
7. Prospect Research
8. Planning Your Prospecting Activities
9. Reviewing Client Files (Up-Selling)
10. Directing Clients To Customer Service
11. Company Trainings
12. Sales Workshops
13. Goal Setting And Planning
14. Drive Time
15. Lunch
16. Market Research
17. Proposal Creation
18. Pricing Requests
19. Proposal Reviews
20. Foot Prospecting (drive time)
21. Working On Marketing Materials
22. Reviewing Your Commission Report
23. Balancing Your Check Book
24. Professional Brand Content Creation
25. Sales Team Meetings
26. Territory Reviews