

Not well organised and don't manage time effectively

■ Organised for sales

This means the business and each sales person is set up with the best attitude, skills, knowledge, equipment, materials and resources to make BUYING EASY. Reducing the number of:

- “hand-offs” to other more qualified technical colleagues
- “please hold while I look that up”
- “sorry he/she is not available”
- “that appears to be out of stock”
- “I’ll get back to you with a price on that”

Any delay or additional step we make the prospect take may mean we lose them. As a business it is worth mapping out the journey we expect our customers to take in order to buy from us and seeing things from their point of view. The simpler and easier it is for the customer, the more likely they are to buy repeatedly and to refer others.

Personally it means having a clear and organized workspace as well as ensuring we have the latest knowledge / information to hand on products and customers. Clear and organized workspaces are for easier to work in and far more efficient.

It also means having product “FACT & BENEFIT” information to hand. Of course you need catalogue numbers / order numbers / account numbers accessible BUT if you don’t know or have a series of “fact & benefit” statements to hand

■ Managing Time

A big topic, too big for a small section in this tip sheet. My best suggestion is attend the P2A / Timepower workshop... In the meantime, keep a record each day of your activity. If selling in your “day job” you need to be investing about 60% of your day creating and closing those sales, leaving 20% of the day for planning and practice and learning new things and 20% of the day for maintenance tasks, correspondence and any firing fighting.

Be sure to allocate 11 – 20 minutes each day to work out your most **IMPORTANT** tasks. 20% of your activity will generate 80% of your results. Be sure you have time to fit in these most important tasks associated with at least your top 20% of products & service.