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The SalesPulse™

The Monthly Sales Briefing for Directors Issue 53, July 2009

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Quote of the month

"Time is the scarcest resource, and unless it is managed, nothing else can be managed."

Peter Drucker (1909-2005)

Dear %%Customer Name%%

MAKE THE BEST USE OF YOUR SALES PEOPLES' TIME

Would you like to increase your sales time by 50%? I am sure the answer is yes! According to SiriusDecisions research last year less than 20% of sales peoples' time is spent on customer facing activities. A bit extreme you might say but even if they are out by a factor of two, less than 40% of time is devoted to the job for which sales people are employed. In the current environment this is really appalling. If you analyse the time your people spend you will be amazed at how many tasks sales people do which add little or no value to your business. Generally speaking the larger the company, the greater the unproductive time.

However, there is an answer to this and that is to focus your sales managers on three simple tasks. First they should spend at least a **half of their time with their people** giving sales leadership and coaching their team to optimum performance. They should help with critical activities such as qualification, call planning, objection handling, preparing for presentations and providing them with the right skills to do their job. By doing this they will understand in detail not only their sales peoples' qualities and capabilities but will also understand their prospects and the probability of those prospects becoming firm orders.

Sales managers should also devote a **significant amount of their time to their customers and prospects**. This will allow them to understand individual organisations, industry and market trends, competitive activity, build senior level relationships and most importantly directly assess the possibilities of their sales peoples' forecasts becoming realities. The time they have left after these two crucial tasks should be spent on reporting



Steve Rowe
Email me your comments



*Sell More, Sell Better
and Sell Faster*



the sales improvement people

their business forecast to their management and ensuring that the management know the best use of sales peoples time. The following are the right uses of sales peoples' time:

- **Undertaking customer research**
- **Account and qualified campaign planning**
- **focused relationship building**
- **Call planning**
- **Structured customer meetings that advance a sales campaign**
- **Timely follow up from customer meetings**
- **Preparing customer proposals and presentations**
- **Giving customer presentations**
- **Providing the necessary input for customer contracts**
- **Customer care, not customer service**
- **Planned training and learning with follow up and reinforcement**
- **Sales meetings and reviews where the emphasis is on finding and winning business.**

Anything else is a waste of sales time!

To maximise the use of your sales people and their managers ensure that your organisation understands these simple guidelines and you will find that your customer facing time and business results will increase.

Steve

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