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The SalesPulse™

The Monthly Sales Briefing for Directors Issue 54, August, 2009

Quote of the month

"If you are going through hell, keep going."

Sir Winston Churchill (1874-1965)

Dear %%Customer Name%%

INCREASE SALES PRODUCTIVITY STARTING TODAY

In the last edition of the SalesPulse I identified those activities which the sales force should do and which, if followed ruthlessly would increase the amount of time spent on customer facing activities. I also said that anything not on the list was a waste of sales time. In this edition I will spell out the top thieves of sales time; other than the first they are in no particular order.

- **Poor opportunity qualification:** The sooner you get out of situations that are going nowhere the sooner you will find more sales time.
- **Unplanned customer calls and meetings:** These are caused by many factors, some of which are covered below, but the meticulous planning of sales calls will reduce the occurrence of unplanned ones
- **Sifting through and following up inappropriate leads:** Sales leads are the lifeblood of companies, however completely unqualified leads can waste inordinate amounts of valuable sales time



Steve Rowe

Email me your comments



*Sell More, Sell Better
and Sell Faster*



the sales improvement people

- **Creating collateral to replace that which is irrelevant:** do not create marketing material in a vacuum; involve all who can contribute including sales people

- **Working through unwieldy order processing and management systems:** This is a simple arithmetic exercise. Is an hour of selling time worth more than an hour of administration time? If so hire an administrator, it will increase productivity and morale

- **Preparing for and attending sales reviews:** Best practice sales management obviates this

- **Carrying out support tasks that other people are paid to do:** Often caused by poor products, poor quality and/or poor customer service. These are not usually sales responsibilities.

- **Attending sales training where there is no management reinforcement:** If sales training is not followed up and reinforced through management and practical application, it is not only a waste of time but also a waste of money

- **Management procrastination;** Chasing managers for decisions or for reports from client visits creates frustration which is counterproductive

- **"When will you get the order, or have you got it yet?"** A better question is "what can I do to help you get the order?"

- **Overcoming lack of trust, confidence and respect of the sales organisation;** Good sales people will always find something to sell: good product and service developers will always create innovative solutions and good marketers will find creative messages. Put them together regularly and mutual trust, confidence and respect will grow as problems reduce

Remove one or two of these sales time thieves and productivity, morale and results will undoubtedly improve.

Regards

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