

Key Activities For Salespeople

Presented by J.W. Owens



A Perspective 101 Series



Key Activities For Salespeople



If we look at the salesperson's role, it is possible to break this down into key activities.

This can help the salesperson organize his, or her time more effectively and get the most out of the working day.

Planning

Planning next week's diary

Producing an annual and monthly sales plan

Planning the day's calls

Meeting with manager to discuss targets and results

Pre-call planning

Researching potential customers

Analyzing the existing client bank

Key Activities For Salespeople



Prospecting

Tele prospecting existing customers

Tele prospecting potential customers

Sending out mail shots

Asking for referrals

Advertising Exhibitions

Key Activities For Salespeople



Selling

First appointment.

Fact-finding

Follow up appointment to present a proposal and close

Follow up visit for decision

Telephone call for decision

Presentation to groups of potential customers

Ongoing customer care and support

Key Activities For Salespeople



Administration \ other Office administration

Preparing reports

Updating customer records

Attending meetings

Attending training courses

Travelling to appointments

Time spent between appointments

Cancelled appointments

Key Activities For Salespeople

Time management is a key issue for salespeople.

Studies have shown that most salespeople spend only a small proportion of their time in productive selling situations.

Here is an example of a study that was made of salespeople across U.S. :

A Day In The Life Of A Salesperson When we measure what we do in a typical day, the amount of positive and productive selling time is quite small. More effective Time management should mean that the salesperson spends the maximum amount of time carrying out high payoff activities. Just think. Increasing the time spent selling to customers from 5% to 6% would represent a 20% increase in your productivity.

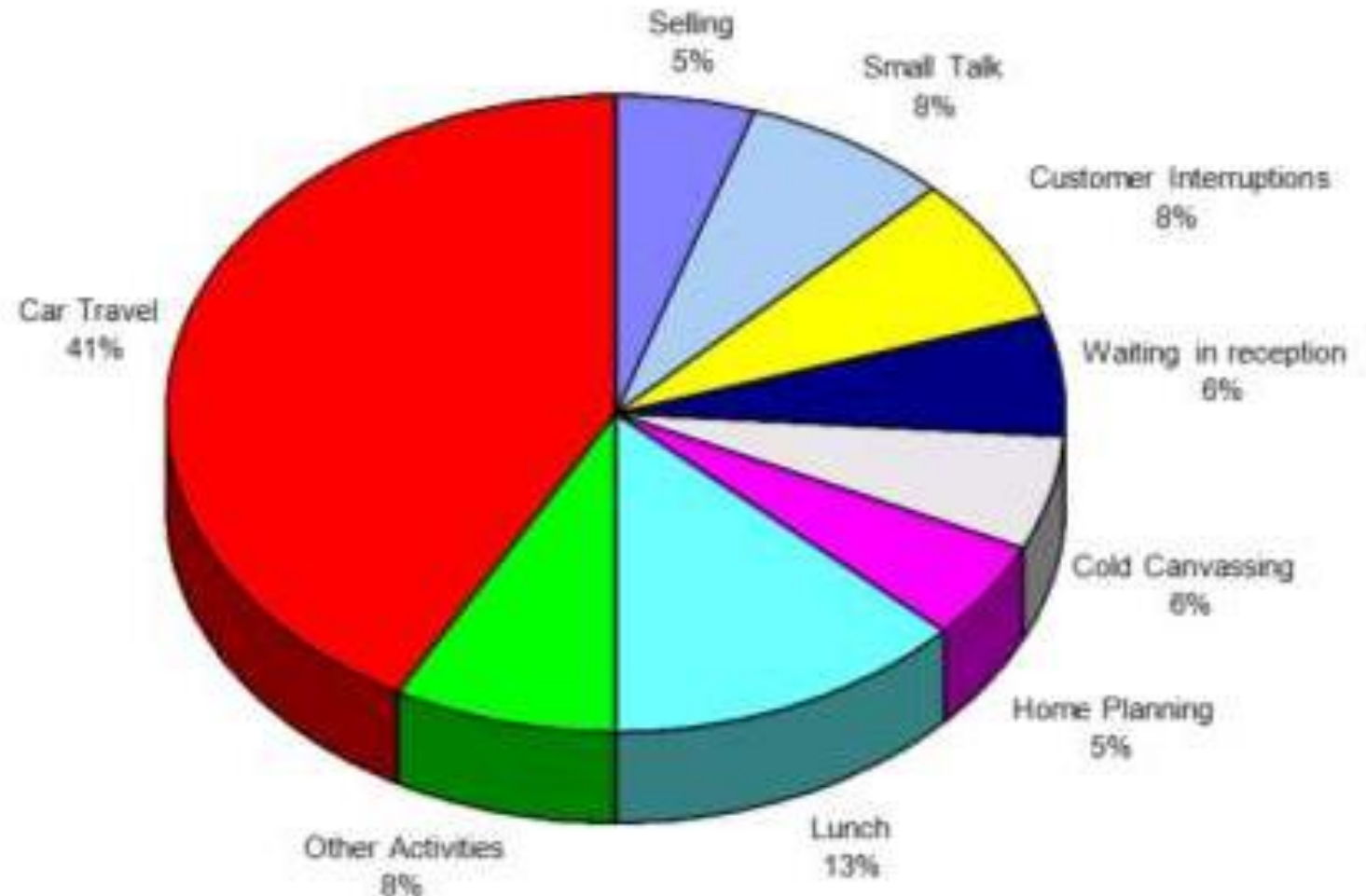
Key Activities For Salespeople

A Day In The Life Of A Salesperson

When we measure what we do in a typical day, the amount of positive and productive selling time is quite small.

More effective Time management should mean that the salesperson spends the maximum amount of time carrying out high payoff activities.

Just think. Increasing the time spent selling to customers from 5% to 6% would represent a 20% increase in your productivity.



Key Activities For Salespeople

This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



J.W. Owens - 561-372-5922
results.jwovens@gmail.com

A Perspective 101 Series



Disclaimer: The information contained in this presentation is intended solely for your personal reference. Such information is subject to change without notice, its accuracy is not guaranteed and it may not contain all material information concerning J.W. Owens. The Company makes no representation regarding, and assumes no responsibility or liability for, the accuracy or completeness of, or any errors or omissions in, any information contained herein. In addition, the information contains white papers, shared presentation from others, industry material, public or shared information from others and J.W. Owens that may reflect the his current views with respect to future events and performance. This presentation does not constitute an offer or invitation to purchase or subscribe or to provide any service or advice, and no part of it shall form the basis of or be relied upon in connection with any contract, commitment or decision in relation thereto.