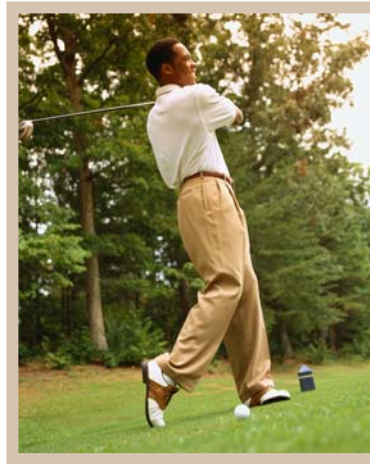


Time & Territory Management

Why I don't play golf on Wednesday afternoon

Written by Bill Bowman, TLI Faculty Member



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Lighting the Way

"Inspiring Dreams, Realizing Potential"



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They say time changes things, but you actually have to change them yourself. - Andy Warhol

Welcome to Time & Territory Management!

As a free paper sales professional, this topic is something I live every day. For the next 50 minutes, we're going to talk about time and territory management– but not just the same old time & territory management. Let's spend our time talking about *INTELLIGENT* time management or, as I like to call it, “Why I don't play gold on Wednesdays.”

WELCOME



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Why do you do what you do?

- ✓ **Money**
- ✓ **Flexibility**
- ✓ **Power**



WHY DO YOU
DO WHAT YOU
DO?



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WHAT
CREATES
CONFIDENCE?

WHAT
QUALITIES
CREATE
SALES
TALENT?



Have you ever wondered what separates the most confident of sales reps from those who don't seem comfortable in their own skin?

✓ What creates this confidence?

✓ What contributes to the talent you need to be a sales professional?



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Being in Sales is the closest thing to being in business for yourself– without putting up the capital.

Let's take a look at your business:

- ✓ *You have a great product you believe in.*
- ✓ *You have no ceiling on the amount of money you can earn.*
- ✓ *You control your own time.*
- ✓ *You control your own destiny.*

What's not to like?



**YOUR SALES
BUSINESS!**



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CONTROL THE
3 T's:

TALENT

TERRITORY

TIME



INDEPENDENCE & FREEDOM

Being a sales professional gives you the ability to manage your world, but in order to truly be successful, you must also be in control of the 3 T's:

✓ **TALENT**

✓ **TERRITORY**

✓ **TIME**



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TALENT:

✓ You've got the talent or you wouldn't be sitting here.

TERRITORY:

✓ You each have a territory to manage.

TIME:

✓ You have it, but what are you doing with it?

Are you making time work for you in building your business?

ARE YOU
MANAGING
YOUR TIME OR
IS IT
MANAGING
YOU?



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Let's take a look at some numbers— taken from a snapshot of your business:

| | |
|--|------------------|
| Issues to sell per year: | 52 |
| Yearly sales quota: | \$360,000 |
| Monthly sales quota: | \$30,000 |
| Commission rate: | 15% |
| Minimum Earning Potential: | \$54,000 |
| Sales quota per issue: (\$360,000 / 52) | \$6923 |

**LOOK AT THE
NUMBERS**



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40 WORKING
HOURS IN A
WEEK?

You have 40 hours a week to accomplish these goals, right?

Let's take a look:

Office Hours: 8:30-5:00 PM
8 Hours a Day

8 Hours a day x 52 Weeks a year, right?

No!



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HOW MANY
WEEKS IN A
YEAR?

Out of 52 Weeks in a Year...

✓ **2 weeks are spent on vacation**

✓ **1 week of holidays & sick time**

Total weeks you have left to sell= 49



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Now that we're left with 49 weeks, let's see what happens to the time and productivity of a sales rep who plays golf every Wednesday afternoon.

| | |
|---|------------------|
| ✓ <i>Golf Day Tee Time</i> | <i>1:00 PM</i> |
| ✓ <i>Valuable work time lost per week</i> | <i>4 Weeks</i> |
| ✓ <i>Total hours lost per year</i> <i>(49 Weeks x 4 Hours/ Week)</i> | <i>196 Hours</i> |
| ✓ <i>Total Lost Work Weeks in a Year</i> | <i>5 Weeks</i> |

Total weeks left after the Wednesday afternoon golf game to make your sales quota: **44**

WHAT
HAPPENS TO
YOUR TIME
WHEN YOU
PLAY GOLF?



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Back to our original sales quota:

| | |
|--|------------------|
| Issues to Sell Per Year: | 52 |
| Yearly Sales Quota: | \$360,000 |
| Monthly Sales Quota: | \$30,000 |
| Commission Rate: | 15% |
| Minimum Earning Potential | \$54,000 |
| Sales quota per issue: (\$360,000 / 52) | \$6923 |

ARE YOU
BEGINNING TO
SEE A
PROBLEM
HERE?



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**YOU'RE
TRYING TO DO
52 WEEKS'
WORTH OF
WORK IN 44
WEEKS!**



The problem:

You have a 52 week sales quota, but you're only working 44 weeks a year!



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WHAT DOES
THIS MEAN?

Let's assume you make your weekly quota of \$6923 per issue.

By selling 44 weeks a year, your annual sales quota will be \$304,612 or 84.6% of your original quota.

The compensation for this— based on 15%— is \$45,691.

Not so bad, right?



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THE LAZY
DAYS BEGIN
HERE



This is bad, very bad, because this is only where the bad habits begin.



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LAZY DAY

BAD HABIT #1



LAZY DAYS

BAD HABIT #1:

Sales rep arrives at the office at 8:30am, but then hangs around the office having coffee, checking messages, returning emails and chatting with co-workers. The rep makes the first sales call of the day at 10am.

Lost Sales Time Per Day= 1.5 Hours

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LAZY DAY

BAD HABIT #2

LAZY DAYS

BAD HABIT #2:

Sales rep extends his or her lunch by 30 minutes.



Lost Sales Time Per Day=

.5 Hours



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LAZY DAY

BAD HABIT #3

LAZY DAYS

BAD HABIT #3:

Sales rep returns to office around 4pm to turn in paperwork and check messages.

Lost Sales Time Per Day= 1 Hour



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LAZY DAY

TIME IS
SLIPPING
AWAY



LAZY DAYS

**Total selling time lost on lazy days:
3 Hours / Day**

**Total selling time lost per lazy week:
15 Hours / Week (5 days x 3 hrs / day)**

**Total selling time lost per lazy year:
17 Weeks (44 Weeks x 15 hrs / week)**



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LET'S REVIEW

CRITICAL RECAP:

Total work weeks in a year **52**

Less vacation weeks **-2**

Less holidays/sick week **-1**

Less golf weeks **-5**

Less lazy weeks **-17**

Net weeks worked per year **27**



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IS THIS
ACCEPTABLE

At 27 weeks and a sales quota of \$6923 / week, your actual yearly obtainment is \$186,921 or 51.9% of your overall sales quota.

You'll earn \$28,038 in commission.



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I'M NO TIGER
WOODS



Now, I know some of you are skeptical and are shaking your head and saying, “But I don’t even play golf.”



Add 5 Weeks of selling time back to your total.

27 + 5 = 32 Sales Weeks

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IS THIS
ACCEPTABLE

At 32 weeks and a sales quota of \$6923 / week, your actual yearly obtainment is \$221,536 or 61.5% of your overall sales quota.

You'll earn \$33,230 in commission.



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IS THIS
ACCEPTABLE

At first glance, \$33,230 may seem like a satisfactory annual commission if the cost of living and the work environment are reasonable.

However...

At a rate of 61.5% productivity annually, and an average per issue sales quota of \$4,260, the company would lose \$138,464 per year.

If this were your business (and remember, this *is* your business), would this be acceptable to you?



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**MAKE YOUR
TIME WORK
FOR YOU**

Here is how real sales professionals make their Talent, Territory and Time work for them:

- ✓ **Always be focused on creating as much face time with your customers as possible.**
- ✓ **Return phone calls and do paperwork or reports on off hours. “Off” hours are defined as any time you cannot be in front of a customer.**



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**MAKE YOUR
TIME WORK
FOR YOU**

Here is how real sales professionals make their Talent, Territory and Time work for them:

- ✓ **Come early, stay late and work Saturdays. Sales professionals make their own hours. This means they choose their quality time off.**
- ✓ **Get involved in business and networking clubs, organizations and committees. This automatically increases your face time with more people, more often.**



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**MAKE YOUR
TIME WORK
FOR YOU**

Here is how real sales professionals make their Talent, Territory and Time work for them:

✓ **Create a working lunch. Why not? You have to eat and so does your client. Skipping lunch? Use the time to plan, set appointments and do paperwork. (Don't forget the breakfast meeting works too!)**

✓ **Schedule a late afternoon "cocktail" meeting or late appointment. Appointments set after 4:30 pm have a tendency to keep you focused and working all day.**



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MAKE IT
EASIER TO
ACHIEVE
YOUR QUOTA



Unlike losing valuable time playing golf, good time management actually “creates” hours for you and makes it easier to achieve your sales quotas for the year.



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**ADD 6 WEEKS
BY ARRIVING
EARLY**

Let's look at the numbers...

If you arrive at work and begin working 1 hour earlier every day, you will gain an extra 5 hours per week of valuable time.

At a starting point of 49 sales weeks, you'll gain an extra 6 weeks of sales time each year.

49 + 6 = 55 Sales Weeks/ Year



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**ADD 6 WEEKS
BY WORKING
THRU LUNCH**

Let's look at the numbers...

If you work through lunch daily, you'll gain an extra 5 hours per week of valuable time.

At a starting point of 49 sales weeks, you'll gain an extra 6 weeks of sales time each year.

55 + 6 = 61 Sales Weeks/ Year



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**ADD 6 WEEKS
BY DOING
PAPERWORK
AFTER HOURS**



Let's look at the numbers...

If you complete your paperwork after hours, you'll gain an extra 5 hours per week of valuable time.

At a starting point of 49 sales weeks, you'll gain an extra 6 weeks of sales time each year.

61 + 6 = 67 Sales Weeks/ Year



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**GIVE
YOURSELF AN
EXTRA 18
WEEKS**



Are you beginning to see how you are leveraging your most valuable resource, time?

By making your time work for you, you've added an extra 18 weeks of productivity!



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**INCREASE
YOUR
CHANCES FOR
SUCCESS**



Remember that you have an annual sales quota of \$360,000.

Even with making allowances for vacation and sick days and netting 49 sales weeks, adding 18 weeks of productivity to your business enhances your success potential while lowering your per issue quota.



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**LOWER YOUR
PER ISSUE
QUOTA**

Per issue quota:

Regular per issue quota (\$360k / 52 weeks) \$6923

Per issue quota based on 49 weeks \$7347

Per issue quota based on 32 weeks \$11,250

Per issue quota based on 27 weeks \$13,333

Per issue quota based on 67 weeks \$5373



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THE TRUE
PAYOFF

The payoff for real sales professionals:

Professional sales reps accept the \$360,000 quota at \$6923 per issue and work at the 67 week pace. 67 weeks x \$6923 = \$463,842 in annual sales.

Compensation @ 15% is \$69,576.

Sales reps who work like this realize that 12 month quotas cannot be obtained by only working 7-9 months per year. It's a fact!



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THE TRUE
PAYOFF

It's your territory.

It's your business.

Exercise discipline and take ownership in your career. You control your fate.

Keep time on your side!



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SUMMARY

Questions & Discussion

On behalf of The Leadership Institute, I would like to thank you for attending this training and wish you the best of luck with all of your future endeavors.



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