Calendar Management Checklist

7 Tips for Increasing Sales Productivity

1. **Create a Routine** – When you schedule time for specific activities that you do on a daily, weekly, or monthly basis, it becomes easier to stick to your plan and ensure you're getting the most important things completed.

2. **Group Meetings and Calls into Blocks of Time –** Do this so you can stay focused on one task at a time and avoid having to jump back forth between two very different mindsets of being engaged in a meeting versus working on a project.

3. **Block Out Your Lunch** – It's easy to get wrapped up in your work, but you can't forget to eat at some point during your day. Perhaps you work across many different time zones and you're constantly getting meeting requests around lunch time. Well, consider blocking out your lunch hour, and if someone absolutely has to have the meeting at that time, adjust your lunch hour accordingly.

4. **Start Your Day Early** – One of best ways to get ahead of your calendar is to get an early morning start. Depending on when you feel most productive, tackling your most important tasks early in the day will help eliminate distractions and give you a sense of accomplishment before most people have their coffee.

5. **Set Boundaries** – While it's important to be flexible, setting boundaries when it comes to your time and calendar is one way to maintain stress and balance in your life. Set a designated end time to your calendar day, whatever is appropriate for your workplace. Then make sure that you stop at that designated time. When you have a set stopping point, it's much easier to stay focused and on topic because you know you will have to stop if you're not finished with the task at hand.

6. **Don't Accept Meetings without an Agenda or Purpose** – Keep your calendar free of time-wasting obligations by declining "bad meetings." These are meeting requests with no detail. No agenda, no purpose, and sometimes not even a topic. If someone cannot tell you what they need to meet about, it is probably not going to be a useful investment of your time.

7. **Set Different Meeting Durations** – Depending on the purpose of the meeting, try different durations for different types of meetings. For instance, if it's an introduction meeting, then you may only need about 15-minutes. However, if you need to have a more detailed conversation with your development team, then that requires more time.