FORCEMANAGER

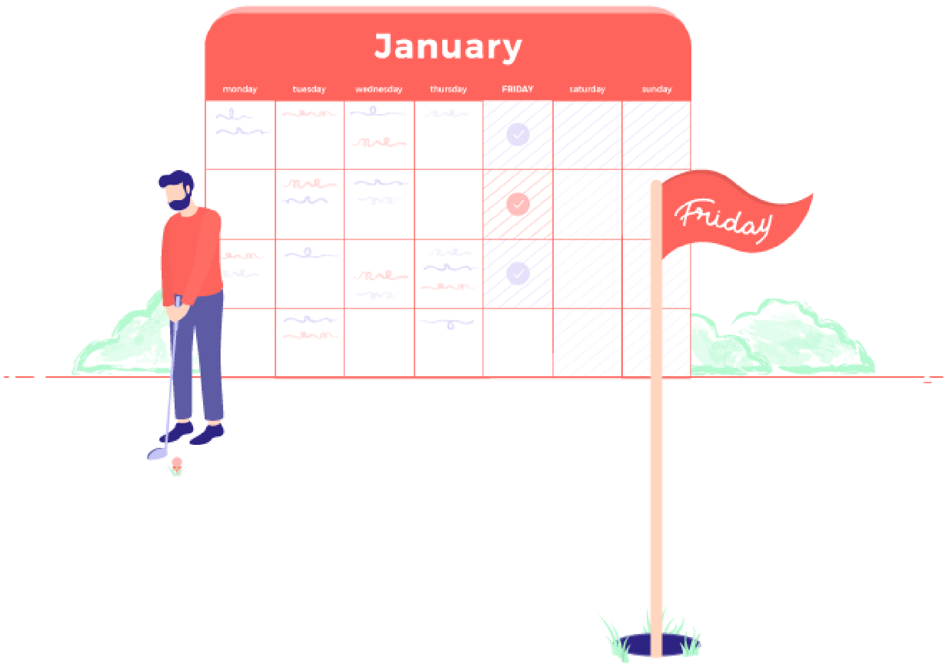
EBOOK

52 Reasons for Better Sales Time Management

And why we're so confident you'll agree.

There are 52 weeks in a year, agreed?
Which means 52 Fridays, give or take the odd leap year.

Imagine a world where you could, potentially, take every single one of those Fridays off. Whether that be retiring to the golf course late in the morning, a quick weekend getaway with the kids or perhaps just a little time at home for yourself.



The thing is that with just a few tweaks to your daily routine and the application of the right mobile CRM technology, this is totally achievable.

Not only can you #GetFridayBack, but effective time management frees up time to focus on the essential such as team coaching, individual field sales rep development and strategy.

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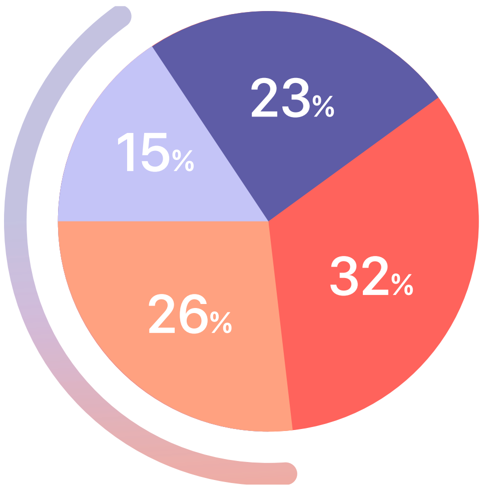
WHERE

DOES *THE TIME* GO?

According to a study by Dr. Adam Rapp of The University of Alabama, these are the four typical areas your time is being spent: managing sales reps (32%), managing information (26%), direct customer interaction (23%) and admin (15%).

41%

of field sales managers on non-revenue activities



- Managing Sales Reps
- Managing Information
- Admin
- Direct Customer Interaction

SOUNDS FAMILIAR?

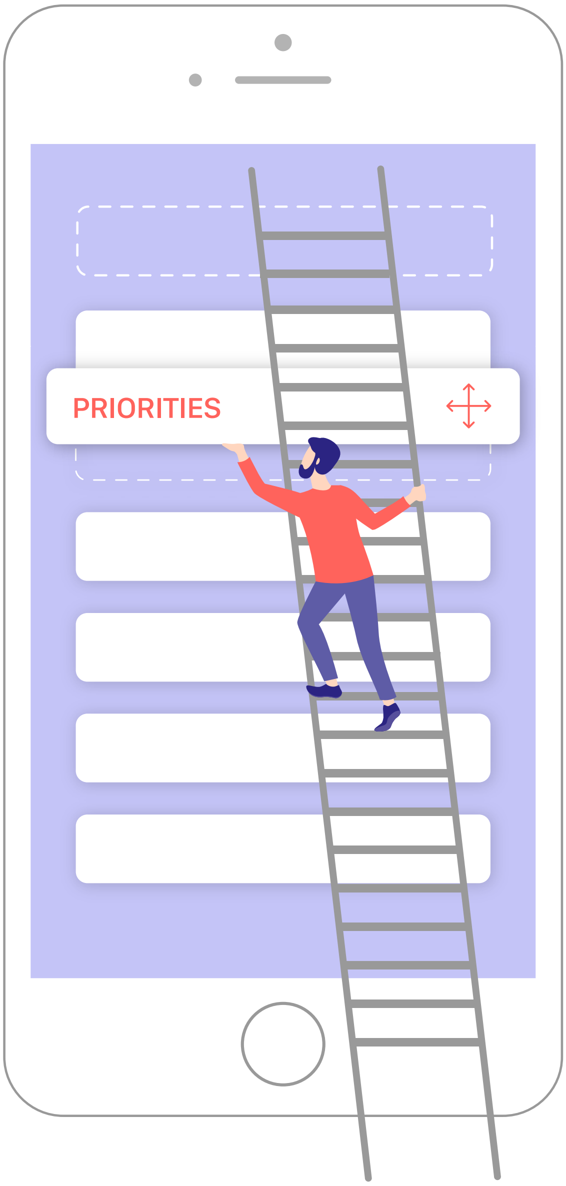
The time spent managing information (26%) and sales admin (15%) is significant. To put that into context, from a typical working week of 40 hours, 16 almost 17 of those are dedicated to tasks that ultimately, don't go towards hitting your overarching targets as a sales manager. vv

> *Those are big numbers.*
>
> The average handicapper can cruise around your local course 4x in that time.

So, let's see if we can't trim a little proverbial fat from your weekly agenda – just enough for you to join them out there on the course next Friday.

GETTING

YOUR *PRIORITIES* STRAIGHT



In order to first prioritize your time, you need to understand what your primary objectives as a sales manager or director are. Typically, that's hitting the quota set by management, increasing lead conversion, optimizing your sales strategy or a combination of all these factors.

Then, and only then, can you start to schedule your time and tasks accordingly around meeting these objectives.

Everything else that works contrary to those goals, ***can wait***.

1. MANAGING INFORMATION + SALES ADMIN

This is where we can make some real inroads into your time management. Managing information and sales admin can largely be automated or allocated elsewhere.

TAKE EMAIL FOR INSTANCE.

It's the primary source of business communication and as such takes up a large portion of the day. To counter this, try and block out a specific time where you'll read and respond to your emails, preferably after a period of long, intense work.

This ensures when your minds at its sharpest you'll be completing high-value tasks efficiently and at speed.

The constant interruption also draws your focus away from the job at hand, so it's worth checking whether your email software can be set to receive messages at certain times of the day.

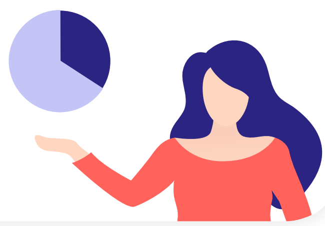
Another area to take a look at is report analysis.

Trying to ascertain a regions buying behaviours, industry trends, top team performers or sales forecasts from the various excel sheets coming in from your field sales team takes time.

Yes, it's possible to garner insight from these grids but is it efficient?

No, it's a headache, which is why there are tools out there to retrieve parts of those 16-17 hours mentioned above. We'll get into that a little later on.

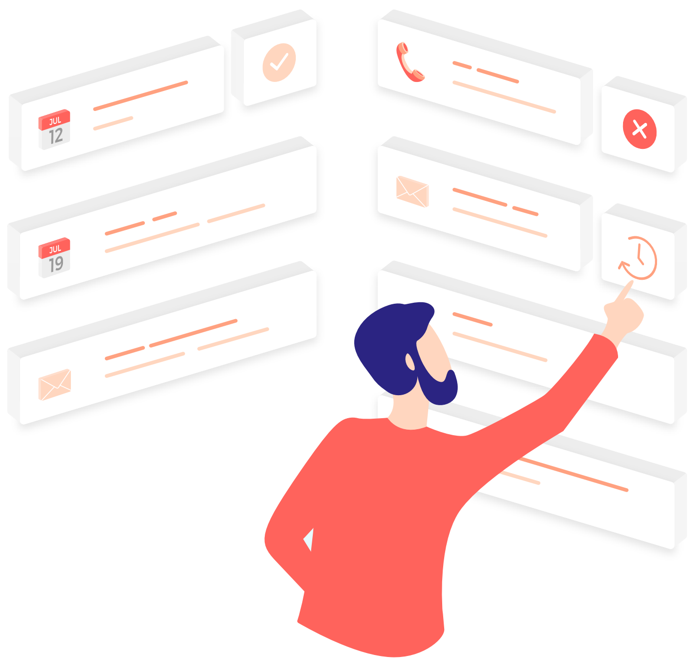
Potential Time Saved
4 hours a Week



2. DIRECT CUSTOMER INTERACTION

Another area you can recuperate a little lost time is direct customer interaction.

Answering a client as soon as you receive an email or phone call means dropping whatever it is you're doing at that particular moment in time. Whether that be coaching, adjusting your sales strategy or monitoring the sales pipeline, they were all revenue-generating tasks that have to be rescheduled down the line.



> *However, a lot of client queries can be picked up and dealt with by your customer success team.*

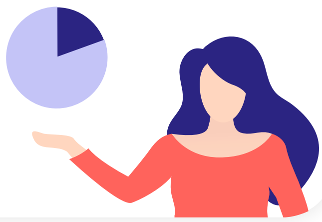
As long it's made clear who they should turn to after the handover from acquisition to client management, you should be able to refocus that lost time, to sales.

If you are managing a client portfolio, patience can still be a virtue.

By immediately answering you are conditioning an unrealistic response time. All further communication with that client will be expected to be dealt with within that timeframe when often, that just won't be the case.

Clearly you have a quota to hit and need to be held accountable to your clients – after all, they are the ones keeping the business alive. But by setting the bar a little lower during the on boarding phase you enjoy the best of both worlds – time dedicated to hitting your targets as well as managing the expectations of your clients.

Potential Time Saved
2.5 hours a Week



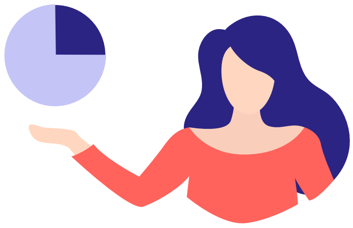
3. MANAGING SALES REPS

> *Dr. Rapp confirmed in the same study that those managers dedicating the highest proportion of time to managing their field sales team also scored the highest figures when it came to sales performance.*

It's important to note that managing is not a synonym of meeting. Meetings are, however, synonymous with time loss and hence an area of interest for us.

The key to an efficient meeting is to go in with a goal. If you have a clear idea of what it is you expect from the meeting and keep the group focused around achieving it, you'll find that not only is it more productive, but time effective too.

It also pays to send the agenda ahead of time so everyone Can hit the ground running, bringing in ideas ahead of time - not making them up on the spot.



Potential Time Saved
3 hours a Week

This is a huge area for pinching a time back off the clock.

TECHNOLOGY

Now that we have outlined some problem areas, how can we can we about fixing them?

Technology can make a huge difference in managing your time efficiently, particularly mobile CRM. By automating some of the mundane tasks normally completed by your field reps such as reporting and checking-in with customers/prospects, you're not only going to save a great deal of time but also drastically increase the levels of insight throughout your sales process.

For instance, let's go back to sales reporting. As a manager these reports act as a window into your sales strategy, informing you whether or not your team is on track to hit their targets.

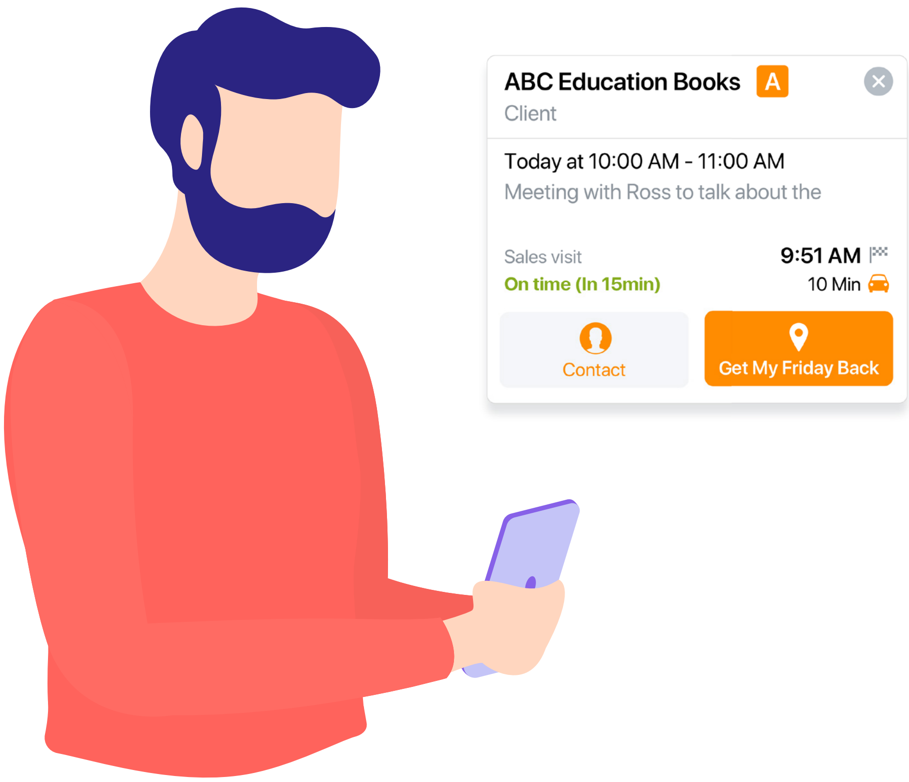
But let's face it, reporting is not always high on your team's priority list – often leaving it until late Friday afternoon where the outcome of a midweek visit is all but forgotten. They hand you an incomplete, scratchy recollection of what happened and that's that. It's up to you now to waste your Friday evening filling in the gaps.

> *The solution is a mobile CRM system with reverse reporting capabilities. It automatically records activity with the market such as phone calls, emails, visits, quotes sent etc. in real-time.*

So not only does it take a huge weight off the back of your sales team, but you end up with immediate insight into the sales process. Want to know if X rep met with Y customer? Simply pull up your mobile CRM app and take a look for yourself.

The automatic reports delivered by your mobile CRM also save you hours analysing streams of questionable data coming in from the field.

In their place; a 360-degree view of your sales process in a compact, readable format. If you want to dive into a particular area in more detail, you have that option there to do that too. You can also be confident that what you are looking at is real as all sales activity is recorded in real-time.



The knock-on effect here is that it eliminates the need for the ever popular Friday morning sales meeting/pipeline review. You already know the status of individual accounts, sales activity, quota hit, pipeline flow etc. as its all live in your mobile CRM.

> *So why hold a meeting?*
> *Take that time off and instead invest it in something you want to do.*

If you are concerned about the perception of "control" of your sales team, take a look at these statistics from an Inoppl Technologies study: 65% of sales reps who have adopted mobile CRM have achieved their sales quotas while only 22% of reps using non-mobile CRM have reached the same targets.

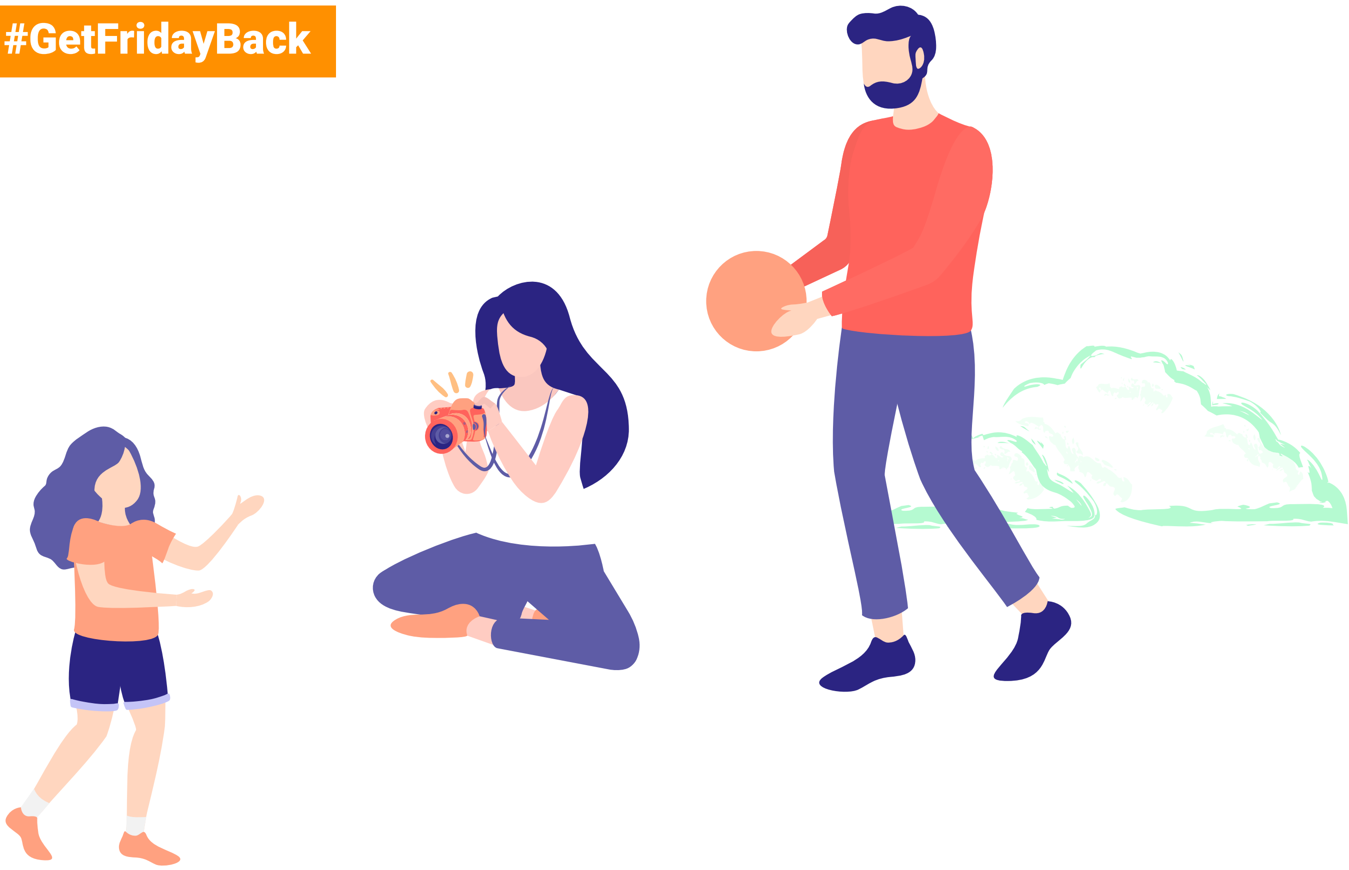
Sales reps love to hit quota, just as much as you do – they just need the time and the tools to do it.

As a sales manager you are held accountable for all decisions made and their eventual outcome. The amount of added pressure and responsibility piled upon you when something goes belly up is enormous, with worry and work related issues eating into your personal/ family time.

However, it doesn't have to be this way. As Keith Rosen said the objective of a sales leader is to make your team more valuable. By equipping them with the tools they need to get the job done you empower them to be more efficient in both time and performance, achieving your business objectives faster and allowing you to spend more quality time with your family.

The thing with time is once it's gone, it's gone. There's no getting it back. Do everything you can to optimize yours during the week so you can get that Friday back.

> ***You can't add more hours to the day,***
> ***So maximize the efficiency of what you have.***
>
> **Save Time,**
> **Reduce Stress and**
> **#GetFridayBack**



WANT TO SEE HOW FORCEMANAGER CAN HELP YOU GET YOUR FRIDAY BACK?

A consultant will help answer any questions or queries you may have as well provide examples of how other companies are utilizing ForceManager's personal sales assistant to maximize their sales process.

BOOK A PERSONALIZED DEMO

http://forcemanager.net/request-live-demo/

OR RECOMMEND TO A COLLEAGUE

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