

MORE SALES LESS TIME

Surprisingly Simple Strategies for Today's Crazy-Busy Sellers

JILL KONRATH

JILL KONRATH is a keynote speaker, sales strategist and the author of three bestsellers *Agile Selling*, *SNAP Selling* and *Selling to Big Companies*. She has consulted with companies like Salesforce.com, LinkedIn and HubSpot and has won many awards for sales leadership. Her sales career started at Xerox Corporation after which she moved into computer sales before launching her own sales startup and sales strategy consulting firm, Leapfrog Strategies, Inc. Jill Konrath is a graduate of the University of Minnesota - Twin Cities.

The author's website is at: www.jillkonrath.com.

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MAIN IDEA

Despite the fact that today there are a plethora of productivity-enhancing tools available, most salespeople are still struggling to meet their quotas. Why? There are also too many distractions out there which can suck up all of your sales time leaving nothing to show for it.

To succeed in sales today, you can't just be productive. You have to be smart too. You have to make sure you're getting the right things done better than ever before. To free up more time to sell there are six steps you must take:



"If you're a sales leader, sales productivity is likely high on your priority list. Right now, virtually everyone on your team is unintentionally frittering away at least one to two hours per day. Set up team challenges to motivate everyone to recapture lost time. When you do, your reps will make more calls, have more meetings, and close more deals. The best part is you won't need to hire more salespeople to make your numbers."

– Jill Konrath

How to make more time to sell



Step #1 – Accept the challenge Page 2

What you're really up against in getting more time to sell is you live in the "age of distraction". Understand that distractions are stealing your attention and destroying your ability to think clearly, creatively and above all strategically. Be willing to stop the rot.

Step #2 – Save 1-hour a day Page 3

Recover your lost time using some simple strategies and you'll have at least 1-hour a day you can apply to your sales initiatives. This is usually a matter of changing your relationship to e-mail, minimizing the distractions and learning how to recover quickly when you screw up.

Step #3 – Add 1-hour of productive time every day Page 4

You can add another hour of productive time every day if you focus on optimizing your schedule, staying mentally sharp and spending time on what matters most. Rethink and rework how you now spend your time and you will get more done.

Step #4 – Form new habits and eliminate your resistance. Page 5

Everyone knows adopting new habits is hard work. To virtually eliminate your resistance to those new habits, use a few simple strategies which work. Do this and within two weeks you will see yourself and what you do in an entirely new light.

Step #5 – Keep yourself at the top all day. Page 6

Personal motivation has always been and will always be the secret sauce to making more time to sell. Stay motivated and you will automatically get more done, think more clearly and add some horsepower to what you do. Stay at the top.

Step #6 – Learn how to close deals faster Pages 7 - 8

There are some sales strategies which you can use to close deals faster. Get up to speed with these strategies and then apply them consistently well. Accelerate your sales funnel and you will sell more – guaranteed.

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