

# SERVICE-MINDED SELLING

## High Pay-off Activity



### How to Invest Your Time Wisely



Rene Zamora  
President  
Sales Manager Now

Work days are very short and time with customers is precious. It is easy to stay busy, be efficient, yet not be productive. It happens when you work on low pay-off activities. A sales person's job is to sell and in most cases to market as well. A company or manager can be just as guilty of slowing down a salesperson as the salesperson himself. If everyone is in sync with what High Pay-off Activities are, a salesperson can be held accountable to them. Here they are, the percentages are there to give you a gauge as to how to invest your time.

#### **Working on the business/self (5-10%)**

- Improving sales process through coaching sessions with manager
- Taking time to renew attitude
- Improving product knowledge through reading and vendors
- Set and monitor goals

#### **Activity that adds to your contact list for new appointments. (5-10%)**

- Motivating employees for leads
- Mining data base
- Working referral system
- Meeting with productive network contacts
- Cold calls – Face and Phone
- ?????

#### **Schedule new appointments (5-10%)**

- Telephone calls to your contact list
- Follow up on leads
- Follow up on referrals

#### **Discovery/Estimate Appointments (25-40%)**

- Preparation
- Learning about account before meeting.
- Reviewing questions before appointment
- Discovering needs
- Emotional
- Practical
- Follow ups to clarify needs or meet other decision makers

#### **Proposals (25%)**

- Preparing
- Call backs for clarifications
- Presenting proposals

#### **Follow up appointments for each closed (10-15%)**

- Confirm expectations met
- Additional training
- Address concerns
- Ask for referrals