Key Activities For Salespeople

Getting Organised
Key Activities For Salespeople

By Sean McPheat, Managing Director Of The Sales Training Consultancy

If we look at the salesperson’s role, it is possible to break this down into key activities. This can help the salesperson organise his, or her time more effectively and get the most out of the working day.

Planning

Planning next week's diary
Producing an annual and monthly sales plan
Planning the day's calls
Meeting with manager to discuss targets and results
Pre-call planning
Researching potential customers
Analysing the existing client bank

Prospecting

Teleprospecting existing customers Teleprospecting potential customers Sending out mail shots
Asking for referrals Advertising Exhibitions

Selling

First appointment. Fact-finding
Follow up appointment to present a proposal and close
Follow up visit for decision
Telephone call for decision
Presentation to groups of potential customers
Ongoing customer care and support

Administration \ other

Office administration
Preparing reports
Updating customer records Attending meetings Attending training courses Travelling to appointments
Time spent between appointments
Cancelled appointments
Time management is a key issue for salespeople. Studies have shown that most salespeople spend only a small proportion of their time in productive selling situations. Here is an example of a study that was made of salespeople across Europe:

**A Day In The Life Of A Salesperson**

![Pie chart showing daily activities]

When we measure what we do in a typical day, the amount of positive and productive selling time is quite small. More effective Time management should mean that the salesperson spends the maximum amount of time carrying out high payoff activities.

Just think. Increasing the time spent selling to customers from 5% to 6% would represent a 20% increase in your productivity.