

The Lumber



Southern Building Material Association, Inc. Newsletter for Sales Managers

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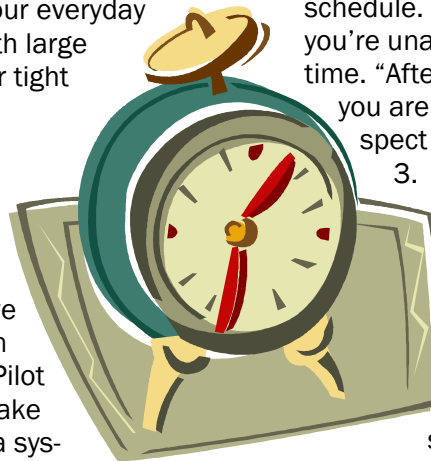
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In Good Time

Getting your tasks done in a reasonable amount of time is what time management is all about. This issue of the Lumber Jack will give you some tips on how to fit your everyday business tasks, both large and small, into your tight schedule.



1. Get a System.

Everyone works in a different way, Whether you live by your Franklin planner, Palm Pilot or whatever, make sure you have a system for organizing your do lists...and stick to it.

2. Schedule “Do Not Disturb” Time.

To get any system to succeed, you’ll have to make an effort — whether it’s organizing your in-

coming e-mails and voice mails or clearing out your inbox into to-do files. All that takes undivided attention. Try sectioning out a part of your day (say from 8:00 AM to 9:00 AM to organize and plan your schedule. Let everyone know you’re unavailable during this time. “After awhile, people will see you are really efficient and respect this time.

3. Take Action.

Divide your list into action items by order of importance and the time it will take to complete each task. If you look at something in your e-mail in-box ask yourself, “Can I complete

this task in two minutes?” If so, do it, because it will take you longer than two minutes to file it. If not, take the time to file it and put it on your calendar.

4. Create a Project Calendar

If a task takes more than one step, file it as a project. Divide the project into smaller tasks and plot those on your calendar. If you want to add a blog to your website, for example, you’ll need to procure a blog server, designate an employee or employees to update the blog, meet with them, beta test, review for problems, set a start date, etc. All those

smaller tasks can be plotted on your calendar. Sometimes it helps to work backwards from a desired result to divide it up. Ask yourself, “a year from now where do I



want to be?” Define the outcome and work back-

wards for the action items.

5. Make Your Meetings Efficient

Meetings are often a waste of time. Run them smoothly. Have start and end times, and stick to them. Organize what you want to discuss, keep the meeting moving and let everyone know what needs to be accomplished by the meeting’s end. Make sure there is an action or set of actions at the end.

Organize Your Time

The Money Hours

- ▶ Organize your day around the money hours– the hours when you can and should be talking with prospects and customers
- ▶ Handle non-revenue generating activities before or after the money hours.

Prospecting Hours

- ▶ Dedicate a certain percentage or money hours to prospecting.
- ▶ To increase the probability of reaching prospects, vary the time of day you prospect.
- ▶ Schedule it, do it, love it.

Follow-up

- ▶ Queue up and standardize your most frequently used follow-up pieces.
- ▶ Document follow-up immediately—don't set it aside.

Professional Development

- ▶ Schedule non-money hours for sales skill development or improving industry and/or product knowledge.

Start Early

- ▶ Not only for the day, but also for the week, month and quarter.
- ▶ Start early on projects and sales appointments.

The Extra Call

*One extra call a day
is more than 250
extra contacts in a
year!*

Sources for some material in this newsletter:

www.entrepreneur.com

www.justsell.com

www.timemeter.com

Let us know what topics interest you.

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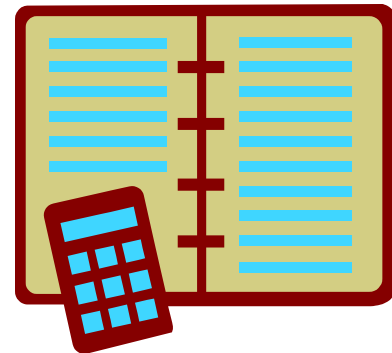


Jack's Comments: The Point System

Give yourself daily points for sales activities. Set a goal of say 15.

Tally your points each day, and you'll have a pretty good idea if you're dedicating enough time.

- ▶ Making a phone call to set up a meeting : 1 point
- ▶ Asking for a referral: 1 point
- ▶ Setting an appointment: 2 points
- ▶ Getting a solid referral: 2 points
- ▶ Attending a networking event: 3 points
- ▶ Meeting with an existing client: 3 points
- ▶ Meeting with a prospect: 4 points
- ▶ Making a sales presentation: 4 points



Respect Time...

Your time, your prospect's time, your customer's time.

Professionals don't waste time and prospects and customers respect those who understand this.

Be punctual and be succinct.

Contact Kathy Wooley at SBMA for any questions, comments, reprints, etc.

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We welcome comments and suggestions!