



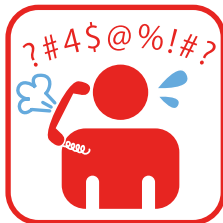
urgency vs. panic?

Smart Partners K.K. 2008 Authored by Jason de Luca

Overview

Let's all freak out for the next few minutes and panic about instantly raising our activity level. You've just had your weekly kick-in-the-pants sales meeting, back to your desk, your outlook is empty, diary is blank and it's Tuesday at 10am. Just checked your keitai and no one called you either. Great, let's panic and start calling anyone who will talk, create some heat and hope some of this "activity" will actually turn into some business down the road... Or at least something before next Tuesday or you are toast.

Earth to Sales Managers: your weekly meeting for stressing out about lack of activity and "lighting fire under asses" does a great job of doing two things, generating PANIC and tuning people out.



I don't know about you, but I hate it when I get calls from scared, panicked, unprepared sales people who are trying in the 11th hour to generate activity and get something going.

In my work, I often hear sales managers saying they want to instill a "sense of urgency" in their people, but when it comes to their planning and delivery, they just generate fear & panic and hope that brings up activity. I disagree strongly, panic is a waste of time and kills team confidence, what you need to have is:

Planned Urgency

What is the difference?

Planned Urgency is simple, practical activity achievements for your sales team to create a "gravity force" of results rather than a mountain of panic and short-lived heat.

Earth to Sales Managers: yes it is **YOUR JOB** to create a strategy-focus for your sale's team activity, that's the leadership part of your paycheck and bonus structure. Please stop blaming them for not knowing what to focus on or for not having a weekly or daily themed activity planned. **Ok, so what is my advice?**

Answer










1. Once and for all, **STOP MULTI-TASKING**, you do neither activity properly and end up running around like *a head with its chicken cut off*. (my 8th grade gym teacher used to say that)

» Stop chatting with people in the office during your "focus times". The people who talk the most are: top performing sales people with annoying amounts of free time or losers who are just collecting a paycheck and complaining about not getting free leads. Either one isn't helping you by talking, tune them out, focus on effective action.

2. Make an hour by hour playbook when you don't have onsite/internal meetings (which shouldn't be more than 10 minutes), starting from 08:30am. Why 08:30am? Because sales professionals, should start at 08:30am at the latest. I don't care what you sell, get there early, listen to your iPod in the office alone, make some documents and prepare for the day, I don't care.



Smart Schedule

-  08:30 to 09:30: focus on Calling out (shut down email and mobile)
-  09:30 to 10:30: focus on Emailing/Sending things out/Documentation for clients (switch phones to message service)
-  10:30 to 11:30: focus on researching prospects (shut down email and switch phones to message)
-  11:30 to 12:00: keep open for things that may comes up
-  13:00 to 14:00: focus on Calling XYZ (shut down email)
-  14:00 to 15:00: focus on Sending/Executing something (switch phones to message service)
-  15:00 to 16:00: focus on Calling/Communicating (shut down email)
-  16:00 to 17:00: focus on Executing/Delivering (switch phones to message service)
-  17:00 to 18:00: keep open for something that comes up

Oh, and I can hear it now, "if I don't respond to my calls/emails INSTANTLY I will lose business" yeah and a 1,000,000 to 25,000,000+ yen contract or purchase cannot be closed an hour later when you call the client back? 100% corn fed B.S *for people working in the stock market this is different, by they have bigger problems.

» *Nonsense*, this may happen once in years, but what happens EVERYDAY is more dangerous. Its lost time in multitasking, unfocused effort and general scatterbrained activities that result in a pattern of lost

sales gravity which is much much more expensive.

3. Give your week, month or day a THEME, a cool one, not something boring. I like: Operation Calling Thunder (phone work), Frontal Assault (presenting), Storm the Gates (group sales, sending proposals) Take no Prisoners (I use this all the time for lots of things), Sniper Nesting (when researching prospects or gathering market data), Boots on the ground (all day meetings) etc.

Next time you are at the dentist, ask them if they multitask☺