

# Time is Your Most Valuable Resource

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**As a sales representative, you hear a lot about time management, how to avoid wasting time and how to make the best use of time. And, if you are like most salespeople, time always seems to be in short supply. For those time-crunched people who are looking for some quick suggestions for making the most of their time, I want to offer some things to consider before you take actions that may contribute to lost or wasted time.**

When deciding how to use my time I begin with a couple of questions:

- What is the best use of my time right now?
- Can I put this off, and if I do put it off, what does it impact?

Planning your day, week or month should result in a list of prioritized tasks. The old saying is “Plan your work, work your plan.”

Along with these questions, other things to consider are:

- Is it really necessary for me to do this?
- Is it appropriate for me to handle this?
- Can I do this efficiently?

The result of the above questions helps establish your priorities. The result might be characterized as a list of:

- “Must Do” items
- “Should Do” items
- “Nice to Do” items

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## Time tools

We’ve looked at planning, so what about aids used to help keep us focused on the tasks we’ve planned? These include and are not limited to: to-do lists, calendars and a variety of computer (technology) tools. It’s best to choose tools that fit you and avoid tools that require significant change from you.

Recognize that your plan is going to be disrupted in some way. There will be changes due to emergencies, crises and other interruptions. How you choose to respond to these changes determines the impact they have on your plan.

For example, if someone is late for an appointment, what should you do? I choose to wait, but not spend an unreasonable amount of time waiting (10 to 15 minutes). Or, if I’m interrupted during the course of the day, I go back to the questions about the use of my time, and ask myself if I can put this off. What’s important is to assess

the situation and the importance of the interruption.

Before ending, I think it’s appropriate to interject a few words about procrastination. Procrastination is a major time waster and can impact the timely completion and quality of your work. So if you have a tendency to procrastinate, make it a habit to begin early in the day and complete undesirable tasks first.

Time is your most valuable resource, so use it wisely. Remember, being disorganized and procrastinating are major time wasters that are completely within your control. ■

**For more information on training in this area or other sales training curriculum, visit: [www.ats-solutions.net](http://www.ats-solutions.net) or contact Mike Biggins at [mike.biggins@ats-solutions.net](mailto:mike.biggins@ats-solutions.net)**