

Time Savers

Ten ways to increase effective time management

If you are like most salespeople, time always seems to be in short supply. Many salespeople tell us they don't have enough time with their customers, or to attend a professional development seminar or even read a book on sales effectiveness. For those time-crunched people who are looking for some quick suggestions for making the most of their time, here are 10 ways to increase effective time management:

- 1. Don't rush.** Take the time to do it right. If you can't get everything done, at least get the most important things done right.
- 2. If in doubt, ask.** Don't spend time guessing what's required. Ask! Asking is faster and gets you to the end result quicker.
- 3. Write it down.** Writing things down ensures you have the right information to follow-up on the commitments you make.
- 4. Plan your day.** The old adage is, "plan your work and work your plan." Plans guide you through the day, help you to avoid distractions and keep you on course.
- 5. Keep files trim.** The more stuff you accumulate; the harder it is to find anything. When in doubt, throw it out. Purge all files on a regular basis.
- 6. Don't be a perfectionist.** It is said, "If it's worth doing, it's worth doing well." But "well" does not mean perfectly; it means it is sufficient to fulfill the purpose intended.
- 7. Handle paper only once.** When possible, that is. As you pick up each piece of paper, scrap it, delegate it, do it, file it, or schedule a time to do it later. The same thing applies to email.
- 8. Don't procrastinate.** Procrastination is putting off until later what is best done now. Putting things off wastes time, causes stress and helps make life unpleasant for yourself and others.
- 9. Say "No" more often.** Make sure the request fits your goals before you agree. Remember, every time you say "yes" to something, you are saying "no" to something else that could be done instead.
- 10. Practice Pareto's Principle.** This 80-20 rule suggests that 80 percent of your results are achieved by 20 percent of the things you do. Focus on the priorities.

For more information on training in this area or other sales training curriculum, visit: www.ats-solutions.net or contact Mike Biggins at mike.biggins@ats-solutions.net.

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