



January 2025: Sell More in Less Time

Introduction:

When I read Greg McKeown's book, *Essentialism*, I learned a valuable lesson: "You can do anything, but you can't do everything." Pair that with Pareto's Principle—the 80/20 Rule: identifying and focusing on the most impactful areas to maximize results—and you have the powerful approach I created and still follow today. Here's what I do...

Step One: Identify your Sales Silos

The goal of this first step is to come up the right sales activities to focus on. An example would be, "Find New Customers" or "Sell More to Existing Accounts" or "Manage Top Five Clients." I call them, "Sales Silos" and in the end, you can't have more than five. Why 5? Because if we constantly take on more and more tasks and chase every opportunity, our attention is divided and the quality of our work suffers.* We might check more boxes on our task list, but at what cost? We end up doing more, working later, and not doing our best work.

Learning to say, "No," while incredibly difficult at first, is the secret to productivity. Not every opportunity is worth pursuing and not every company is worth your time.* The best of the best understand this. By identifying which activities to focus on and then turning away everything else, you really can achieve the Holy Grail of time management: Sell more in less time.

So, our first action item is to identify the best use of your time.

**New opportunities will always arise and there is a way to determine whether to pursue or pass on anything outside your list of Sales Silos. A guide is provided to Vault members.*

Action#1: I want you to write down a description of everything you do all day long. Be as thorough as possible. Yours might look like this:

- Returned emails
- Followed up with Production to confirm a delivery date
- Wrote up a proposal
- Met with new client
- Delivered order
- Attended sales meeting
- Identified and researched prospects
- Created long range goal for top five accounts
- Updated CRM

Set an alarm every hour to remind you to stop and write down what you did. Continue this exercise for a minimum of three and a maximum of five workdays so that you have a complete list. The idea is to get a full picture of how you spend your sales day.

Action #2: Have a look at your list and combine similar activities. Then, create a name that describes that group of action items. For example:

- Manage existing accounts
- New business from existing base
- New business from new accounts

- Focus on top 3 accounts
- Selling large format
- Selling to colleges
- Selling within area code 01028

Note: There are several ways to define these actions. You can paint with a wide brush (“Manage existing accounts”) or get more granular (“Focus on top 3 accounts”). There's almost no wrong answer. When you are done, you have identified your 5 Sales Silos. And remember, no more than five.

Action #3—The next step is to look at current task list and connect each one to a Sales Silo. Let's make sure you are doing the right things from the get-go. *Anything that cannot be tied to a Silo must be deleted.* I think you will find, as I did, the process of ignoring these unnecessary tasks to be very, very difficult. If that's the case, my suggestion is you create a separate list of all the tasks which do not line up with a Silo, print them out and stick them in an envelope. Then, seal the envelope and write a date, say, one week out. If you have not opened the envelope by then, throw it out.

Congratulations! You have just taken a massive first step towards improved sales productivity. You have identified the best use of your limited selling time.

There are four more steps in the process!

Create your list of activities and bring it to the January 22, 2025 Sales Vault live workshop for Sales Vault Members where we'll complete the other steps:

Step Two: Specific Sales Activities

Step Three: Think Long Range

Step Four: Think Short Range

Step Five: Engage!

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