

# TIME MANAGEMENT FOR SALES SUCCESS



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# **IDEA #1: AVOID RANDOM PATTERNS**



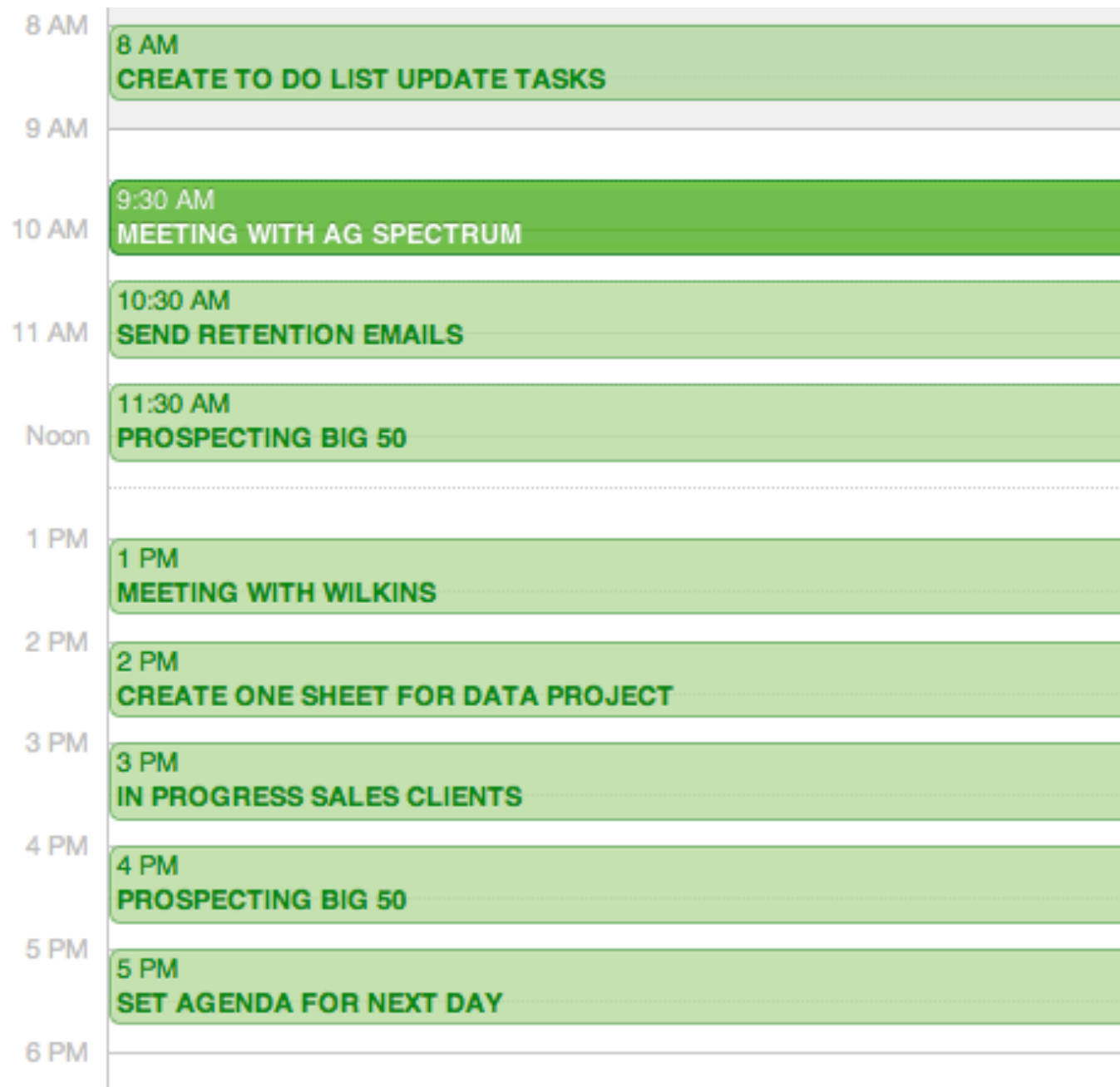
**Do not try to redefine basic insanity.  
If you do what you have always done  
you will get what you have always  
gotten.**

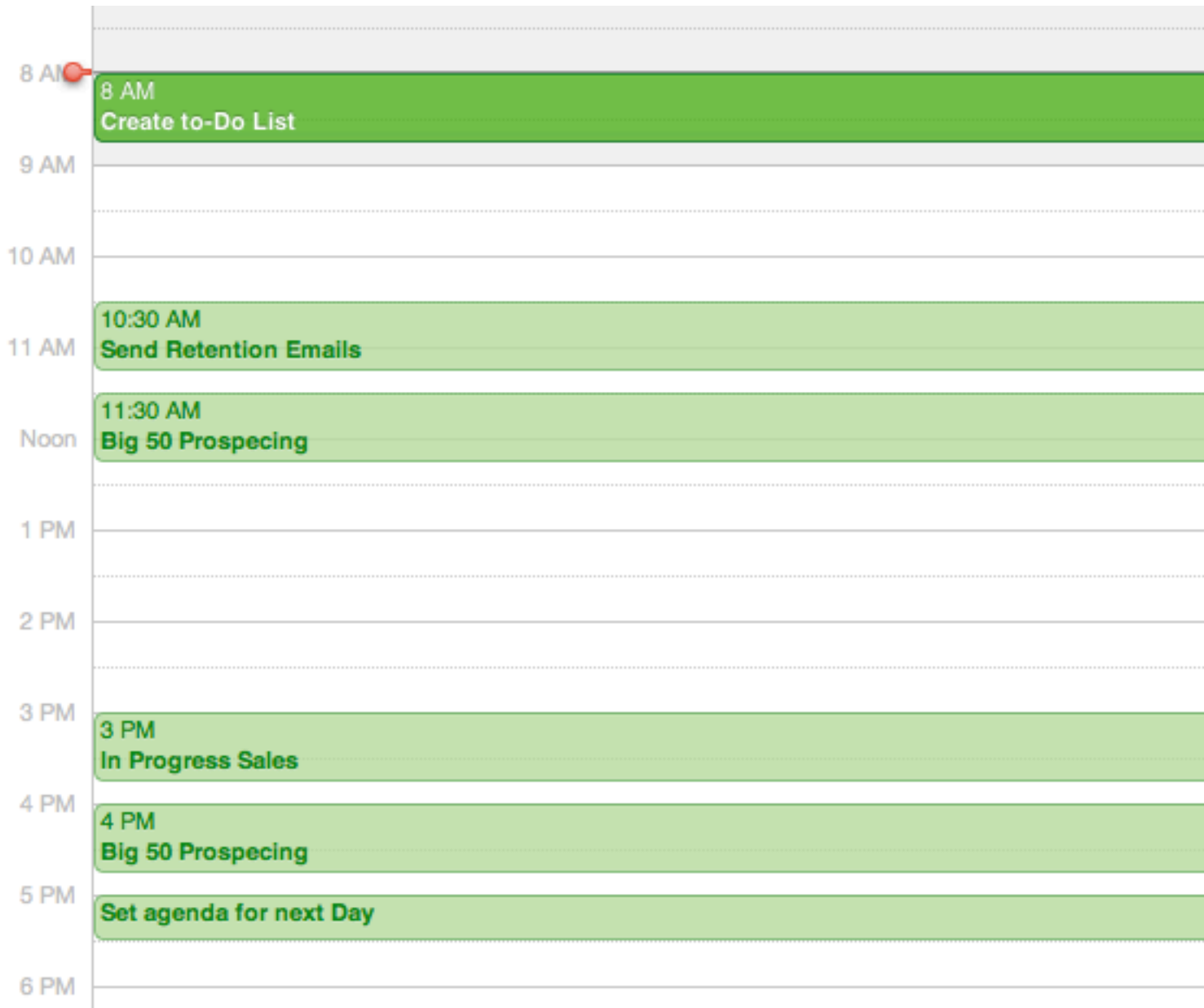




## **IDEA #2: CREATE TIME BLOCKS**









**IDEA #3: Do at least one item on  
your to do list before you open  
your email.**





## **IDEA #4: CREATE TEMPLATES**





**#1:** Subject Line: 35,000 potential new customers!

\_\_\_\_\_, I'd like to share a way we can put \_\_\_\_\_ in front of 35,000 new people every month. Can I meet with you for about five minutes to explain it to you? Thank you for your time and have a great day!

**#2:** Subject line: New Idea for \_\_\_\_\_

\_\_\_\_\_, I have a new idea for \_\_\_\_\_ that is really working for some of my other clients. I would love to chat with you about it for a few minutes at your convenience. Thank you for your time and have a great day!

**#3:** Subject line: Huge success!

\_\_\_\_\_, we recently had huge success with a holiday subscription offer. I'd love a few minutes of your time to tell you more about it and how it may help \_\_\_\_\_. Thank you for your time and have a great day!

**#4:** Subject line: Perfect fit!

\_\_\_\_\_, I have the perfect marketing fit for \_\_\_\_\_ in the upcoming edition of *Berks County Living*. I would love a few minutes of your time to go over the details. Thank you for your time and have a great day.

**#5:** Subject line: Successful businesses

\_\_\_\_\_, I have some success stories from other businesses I'd love to share with you. Can we get together for 15 minutes next week? I think it could help \_\_\_\_\_ too. Thank you for your time and have a great day!

**#6:** Subject line: Contact information

\_\_\_\_\_, I wanted to confirm that you are the correct marketing/contact person at \_\_\_\_\_. Perhaps I'm leaving messages for the wrong person, which I assume would be annoying to you. Please let me know if there is someone else I should be contacting. Thank you for your time and have a great day!





**IDEA #5: Turn off email pop-up  
and chime.**



**A 30 second interruption can cause you to take 2 minutes to reengage.**

**10 interruptions can cause 20 minutes of lost time. 121 hours per year.**





## **IDEA #6: SCHEDULE TIME FOR RESEARCH**



**You need personal and company info  
on all clients in your CRM tool.**

**Your goal is to be exceedingly relevant  
to each advertiser.**





# **IDEA #7: LOVE YOUR CRM**

## **Customer Relations Management Tools**



**Experts tell us that you forget 20-35%  
of things that are very important.**



## **A quality CRM tool will...**

- 1. Manage call back lists**
- 2. Manage your activity**
- 3. Store client data**
- 4. Monitor your total sales**
- 5. Monitor your pending sales**
- 6. Track contracts**







**IDEA #8: CREATE A PROCESS  
FOR EVERYTHING YOU DO.**



**There is a reason auto makers use an  
assembly line process.**



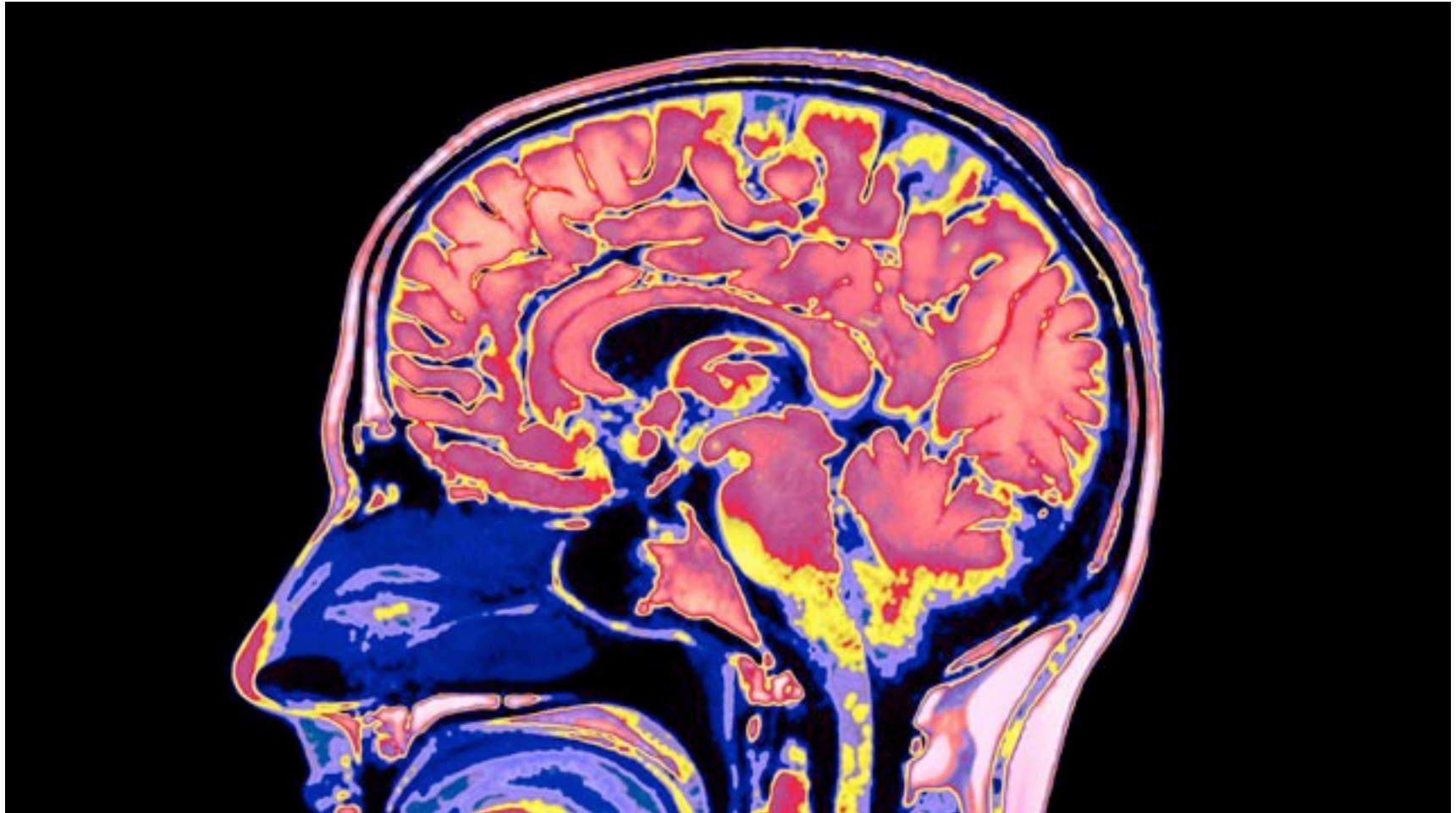
- 1. How do you handle sales leads?**
- 2. How do you reply to emails?**
- 3. How do you reply to meeting requests?**
- 4. When do you seek advice?**





## **IDEA #9: TAKE MORE BREAKS**

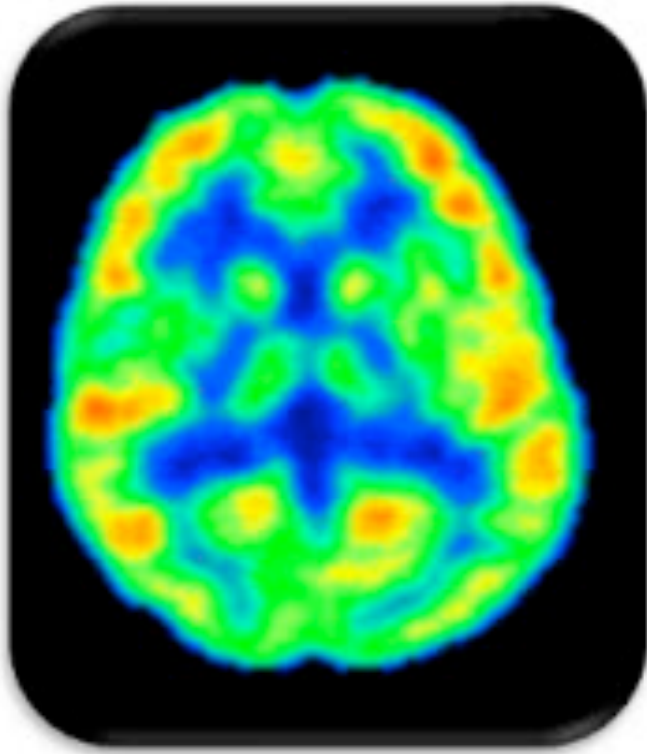




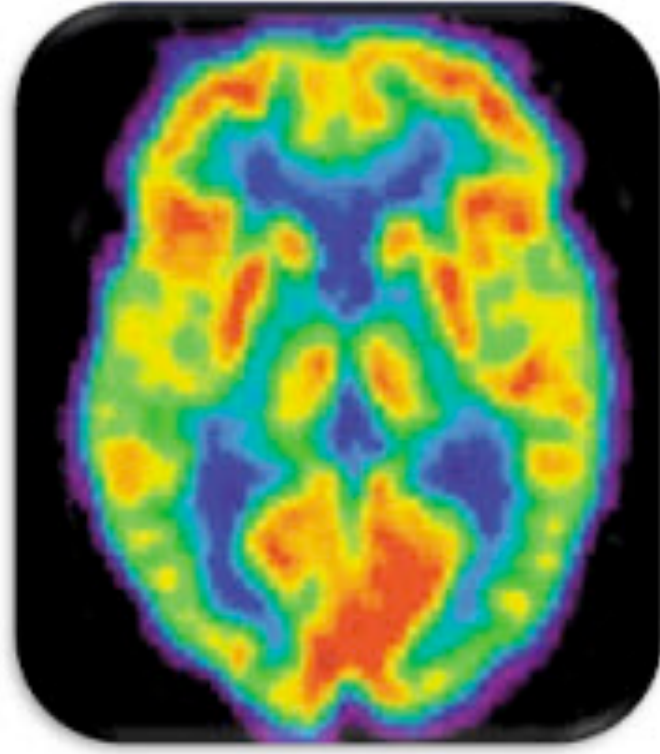
Human brain at maximum power output.



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Brain at rest.



Brain under task.





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**IDEA #10:**

**Managing Up**





**1. Meet with your manager in advance and TOGETHER set your time management goals.**

**2. People abusing your time is often about THEM not understanding your time management efforts.**



- 1. Avoid Random Patterns**
- 2. Create Time Blocks**
- 3. Do at least one thing on your to do list before you open your email.**
- 4. Create templates**
- 5. Turn off email pop up.**
- 6. Schedule time for research**
- 7. Love your CRM**
- 8. Create a process for everything**
- 9. Take more breaks**
- 10. Manage Up**



**IDEAS**  
*into*  
**A.C.T.I.O.N**

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