

American Management Association's Territory and Time Management for Salespeople

Learning Objectives

- Understand Your Personal Time and Territory Management Practices and How They Affect Your Performance
- Analyze How You Actually Spend Your Time Compared to Your Current Perceptions
- Recognize and Eliminate Activities and Practices That Waste Time and Create Frustration
- Develop a Personal Time Management System to Fit Your Business and Your Personality
- Set Goals, Establish Priorities and Recognize Your Personal Productivity Capacity
- Identify and Prioritize the Right Prospects for Your Products or Services
- Organize Your Territory to Focus Your Activities on the Most Important Accounts
- Prepare a Business Target for Each Account That Will Produce Results
- Use Electronic Information Effectively and Process Paperwork Efficiently
- Manage Stress and Establish a Plan to Create a Productive Balance in Your Life

Understanding Territory and Time Management

- Understand Your Time and Territory Management Strengths and Weaknesses
- Define the Relationship Between Time Management and Territory Management
- Recognize the Challenges to Time Management Practices
- Recognize the Obstacles to Territory Management
- Realize the Benefits of Effective Time and Territory Management

Skill and Techniques: Part 1—Managing Your Territory

- Develop a Profile for Prospects and Current Accounts
- Identify Which Prospecting Activities Are Best for Your Business
- Understand How to Identify and Prioritize Account Opportunities
- Understand the Key Steps in Your Sales Cycle and Where Your Prospects Are in the Process
- Prepare a Sales Call Plan and Assess Your Sales Call Performance
- Establish a Territory Strategy That Maximizes Your Results

Skill and Techniques: Part 2—Managing Your Time

- Determine How You Spend Your Time
- Understand the Steps to Improved Time Management
- Measure and Analyze Your Daily Activities
- Recognize Which Activities Contribute to Your Goals and Which Should Be Avoided
- Identify Activities That Can Be Delegated

Getting Organized

- Understand How to Set Goals and Objectives
- Assign Priorities to Your Activities
- Apply Your Productivity to Your Work Schedule
- Plan Your Day to Accomplish What's Important
- Make a "To-Do" List That Is Logical and Productive

Managing Information

- Gain Insight into the Use of Information Resources
- Improve the Efficiency of Your Electronic Communication
- Organize and Simplify Your Paperwork
- Avoid Information Overload

Time Mastery

- Assess Your Habitual Time Management Behaviors in Twelve Specific Dimensions (Attitudes, Goals, Priorities, Analyzing, Planning, Scheduling, Interruptions, Meetings, Written Communications, Delegation, Procrastination, and Team Time)
- Develop a Personal Plan to Change Your Personal Time Management Habits

Controlling Stress and Creating Balance

- Recognize the Common Causes of Stress
- Control and Reduce Stress
- Identify Concerns and Eliminate Worries

Putting It All Together

- Clarify Your Personal Priorities
- Organize Your Life
- Establish a Personal Life Management Plan