

LESSON SEVENTEEN

In this video I want to cover the subject of time management. I am going to break the videos into two so I am going to cover some of the strategies in this particular video and then there is another strategy that I want to cover and I will cover that in a separate video.

Time management is really, really important for sales professionals because ultimately what a lot of people do is they sell their time for money. So therefore, the more time they can free up in order to actually charge for time, the more income they are actually going to get. Now there are two things I would like to say on this. One is, yes we want to free up as much time as possible. However, if you are in a situation whereby you are selling your time for money, meaning that you are selling by the hour or by the day or whatever it might be, well then you are putting a ceiling on the amount of income you can actually generate. So we want to move to a situation whereby you are operating more on a value basis and therefore, you are not charging on an hourly rate or day rate basis, you are charging on a value basis. Now once you escape yourself from keeping a diary in order to charge out your time, well then the quicker you are going to increase your fees and no longer have a ceiling on the level of income that you can actually achieve.

In this particular video I want to give you some of the techniques of what you need to do to actually free your time up and how you can take control and manage your time a lot more effectively. When it comes to time management, first of all we have got to find out where we are using our time in the first place. The only way we can find out is to keep a time log. A time log is when you start off in the morning, whatever your starting time is 8:00am or 8:30am, and in half hour slots write down your activities until the time that you finish, whether it be 5:00pm or 5:30pm. For each half hour slot, put in the activity that you are doing for that particular half hour. As you are going through your daily work each day for a period of two weeks, write down exactly what you are doing in that particular activity for each half hour. Do not leave it up to the end of the week because then you will have to try and think about what it was that you were covering. Do it as you are actually conducting your business yourself.

What you are best-off doing is to do a time log for two weeks, the reason being is that it would be a good snapshot of what your typical weeks are. The reason why you pick two weeks is that they would cover a number of different areas for yourself as opposed to being just week. Most people operate over a two week period whereby you might have a lot of meetings one week and then not so many meetings the next week. So therefore, by covering over two weeks, it covers a good broad spectrum efficiently in order to get the kind of information we are looking for.

With this video is a spreadsheet to help you with that time log so you do not have to create your own time log. There is a spreadsheet that goes along with it. What it does is it calculates the amount of time that you spent on particular activities. So, when you see it in black and white at the end of the week or at the end of the two weeks, what you are going to see is all the time that you've lost by way of interruptions or travel time or whatever might be. What we want to do is identify the areas when you have delivered zero or no value to yourself or to your business. So where are the interruptions coming from? Is it from staff? Is it from family members? Is it from clients? Is it from other people like marketing people? Where are all the interruptions coming from? What can you do or what is the discipline that needs to be implemented in order to reduce the number of interruptions that take place?

What you want to find is all the spaces within your time log of where you are losing time. What I mean by losing time is when it is not delivering any value to you or to your business. So the first protocol is to do a time log. When you have got the time log done, then it is a case of now we can take a little bit more control over it. When you have done your time log and you have found what are the interruptions, again whether it is from emails, phone calls, drop ins, social media, or you are just being distracted. Try and list down all the different things that come to you by way of interruptions from the time log itself. Then it is a case of what we can do to eliminate these interruptions.

Other things that you want to get from your time log is from work that you are doing, which you could get somebody else to do. Activities that could be outsourced or delegated or don't even need to be done in the first place. We do a lot of activities ourselves but sometimes we never ask ourselves efficiently is there value in me doing these particular activities? If there is no value then why are you doing them in the first place? So again, it is asking yourself questions along those lines and saying what are all the different activities and things that I am doing that could be stripped out of my daily activities and therefore free yourself up with more time.

The next thing that I want to encourage you to do is another technique. Typically as sales professionals we want to help people. Now in that comes the point whereby we tend not to look after ourselves in the first place. Therefore, what you want to do is start to say no. When you get requests from other people, whether it be outside in your community, whether it be charitable organisations, whether it be community events that are going on, social events or sporting events or even within the workplace itself from colleagues, friends, whoever it might be, whenever are they asking you to do particular things that are going to take up even more time. What you want to do is to discern a little bit more about those particular requests and start to say no to some of them because if you are not saying no, then there is zero

value in you saying yes because you are now known as the person that will always say yes to everything and therefore, your value now starts to diminish.

What you want to start doing is saying no to people and to the activities that are not going to fulfil what you want to create in the first place. Meaning, what is going to bring you more value, either personally or to your business itself. That is the next tactic I want you to start practicing and incorporating within your business itself.

The next one is what I refer to as the Top Three. The Top Three is a situation that we all have to do and to do this we might have 20, 30, 50 items on our to-do list, but ultimately that to-do list is just a wish list. We are never ever, ever going to get to all those items done in one day. It is just impossible. So what you want to do is out of everything that you have on that list, itemise out or filter out what are the three things, the top three things that I need to get done in a particular day to check off of that particular to-do list. That might be making a phone call. It might be sending an email. It might be having a meeting with a particular individual or a piece of a project that you have got to get done in a particular day.

The best time to do this Top Three activity is that last thing you do before you close the office or before you go home. The reason for that is because you have finished your day. You are writing down and you are thinking about what are the three things I want to get done the next day. You are now looking at your diary and you can say, okay I have my meetings there so how much time do I have spare in order to work on these three activities. Therefore, when you do it at the end of the day, you are now prepared for the next day. Also what happens is your subconscious brain starts to work on those three things already because you have given very specific things that you are going to be working on the next day.

So again, you are getting a lot of benefit from your subconscious brain in working on those. If you are just closing your office and you think gosh, I have got all these to-do things on my list, well then your subconscious brain cannot help you. By picking those three things, it is going to assist you in formulating and delivering on those particular activities the next day. The trick is, when you come into your office the next day, is to start those activities immediately, as quickly as is possible, because if you get to lunchtime and you have gotten your top three activities done, it means that your level of productivity increases. You become a lot more positive and you actually feel that you are achieving things within the day itself. What happens with most people is that they get to the end of the day and they are looking at their to-do list and inevitably we always look at the gap. We look at what we have not got done or what we have not achieved and therefore we start beating ourselves up saying, "Oh what a waste of a day. We didn't get all the things that we wanted to get done." However, when we reverse that around and say, "Actually you know what, these are

the three things I got done." We become a lot more positive, a lot more productive in how we actually go about our particular day.

So they are the activities that I want you to do in this particular time management sequence. I am going to cover in the next video another particular tactic that I want to give you, but primarily what you are going to have to do in order to do that is you are going to have to start doing your time log.

Please download the spreadsheet and start filling out your time log for the next week or the next two weeks - preferably two weeks. Then you want to look at what are the interruptions or what are the activities that you are currently doing that you can remove out of your typical day or your typical week. Then start to say no. Start saying no to people that you are doing activities that are of no value either to you or to your business. And then after that, start to focus on what are the top three things that I need to get done tomorrow and start actively doing that each evening before you leave the office - to write down the three things that you want to get done the next day. Then as soon as you arrive into the office the next morning, start doing those three activities.

Please start working on these time management pieces and I will see you on the next video.

