

## Time Management In A World Of Overwhelm!

- 1) Track Your Time Using This [Time Tracker](#) Be honest and make sure you jot everything down (I won't tell anyone) Start raising your awareness of what types of activities you are engaged in. Make note of all the interruptions. Make note of how much of your day is focused on the Three Big Rocks (New Account Acquisition, Account Retention, Account Development) vs administrative activities. How much of your time is spent chatting with your peers? Are coworkers chewing your ear? Are you chewing theirs? Do you spend lots of time during the game still planning the game? Do you get caught up in negativity or complaining? How much of your time is being spent in response mode vs "make it happen" mode?
- 2) Have "Proactive Discussions" With Anyone Who Might Interrupt Your Time: The point of a "proactive discussion" is to have it before the interruption takes place. The reason for that is to keep it from becoming a more sensitive issue in addressing while it happens. We can also use the discussion as a "pattern interrupt" should the behavior continue by referencing the discussion. Example "Dean I'm sorry to do this, but as you remember from our discussion I had mentioned that there are times when I just have to knuckle down and get on the phone" The way you have a "proactive discussion" is by putting the situation on you and not them. This way it doesn't make them feel like you are attacking them or make them defensive. Example: "Dean, I want to apologize in advance if it ever seems like I am abrupt. I really need to focus on getting my activity up and there are times that I'm just going to have to ask you to come back during my admin time" Part of the "Proactive Discussion". Consider giving everyone a minute before you politely remind them that you have tasks you need to complete.
- 3) Take Some Personal Responsibility For Your Time: Always question your activity. Are you focusing on the 3 Big Rocks? Are you working on admin things that need to be done before or after "game time"? Is what you're doing, right now, moving you closer to your goals and dreams? Is your ego getting in the way of your time management? Are you doing things yourself that you are the only person who can do it right? Sometimes you have to let go and delegate. The best way to delegate is to "deputize" someone with the power to make it happen (within parameters) without calling you every 5 mins. Are you stuck doing activities yourself because you don't have the time to show someone else how to do it? Consider sacrificing a battle to win the war. Get it over with and just show them.

- 4) Consider A Change In Scenery: Working from home to avoid office distractions. Working from the office to avoid distractions at home. Do people distract you in the sales bullpen when you're trying to make your calls? Consider making the calls from an empty office or conference room. Getting outside to make your calls can be very energizing and allow you to have the best of both worlds. All you need is a beach chair and your cell and you're good to go, Changes in scenery can also help you become more creative, help you think and plan etc.
- 5) Get Your "Me" Time In The Bank: If you like to exercise, have some thinking time, reading or even time with your spouse, why not do it bright and early. Doing so will help you remain respectful to the things that matter most to you which in turn makes you more productive.

Last, but not least, don't ever be so focused on managing your time, that you neglect the relationships that matter most in your life. Attending your child's school play during "money hours" doesn't make any logical sense . . . and quite frankly, it doesn't have to.

<http://yoursalesplaybook.com>

