

Your 2022 Sales Plan Deep Dive

Thank you for attending the Short Attention Span Webinar. In this document I've expanded a bit on the five-step process Kelly and I presented. Hopefully, this will provide a little more clarity and some additional direction as you apply the process we discussed.

The overall concept is to combine Pareto's 80/20 Principal with the basics of time management and sales productivity — 80% of your business comes from 20% of your customers. **When you identify the sales actions that are most worthwhile and then apply 100% of your time in those areas, you will achieve elusive goal of selling more in less time.** Okay. Let's get you there...

1. **Identify your Sales Silos**— This is by far the most important step in the process. I strongly urge you to make this a pickup/put down process achieved over several days or even weeks. Doing it wrong is like trying to drive across country with no map and no compass.

Points to consider:

- As you go about your selling day, make a list of the specific activities you undertake. You don't need to keep track of the actual sales action (i.e. "Returned Allison's call) but rather something that describes it by category (i.e. "Account management");
- The idea is to make a complete list of the kinds of actions which make up your selling day so that you can figure out which ones are your most profitable/valuable;

Some examples

- Manage existing accounts
- New business from existing accounts
- Introduce wide format
- Sell to a specific vertical market
- Big Fish

Actions to take:

1. Using a pad of paper, **make note of every sales activity (by category) you undertake for a minimum of several days.** Then, try to combine them (e.g. — "Selling more to existing customers" and "Prospecting" could either be two Sales Silos or combined to just "New Business Activity") Limit your silos to no more than five.*
 2. **Take a look at your current task list. Anything that does not line up with one of those 5 Sales Silos must be eliminated.** This will likely be tough to do but an important discipline if your goal is to make the most of your selling time.
**Why? Because you must focus your sales energy and the more Silos you have, the more diluted the activities are.*
2. **Come up with specific sales activities for the next seven days**— For each of your Sales Silos, determine exactly what you will commit to doing towards their success. Achieving your goals is a function of completing small tasks week after week. By breaking down the process to bit-sized pieces, you will steadily build your sales.

An example of this for the Big Fish silo, might be:

Week One—Identify 7 large accounts;

Week Two—Research each Big Fish account, Identify key contact;

Week Three—Create and implement Step One of my prospecting process.

Actions to take:

1. Using a spreadsheet, list each Sales Silo in the first column. In the second column, briefly describe your goals for that Silo.
2. For the third column and every column that follows, name the activities you commit to taking for that silo. Repeat this activity weekly. See screenshot below for an example.

Sales Silos	Goals/Description	Week of 1/17	Week of 1/24	
Manage Existing	Maintain my existing base of business	Call 5 accounts to check in	Call 5 accounts to check in	
New Business	Open new accounts and sell more to existing accounts	Send intro letter to 10 new contacts. Research each.	Call each contact twice. Send out 10 new letters to 10 new contacts.	
Big Fish	Land a large, game-changing customer	Identify 7 large accounts	Research 5 of those large accounts	
Sell to Colleges	Build sales to this vertical market	Make a list of target colleges to call on	Research the vertical to learn their business needs	
Sell Wide Format	Concentrate on wide format applications	Contact equipment vendor to determine known applications	Make a list of prospects. Come up with an intro letter specific to wide format	

3. **Look at the week as a whole**— Take a look at your calendar and, roughly speaking, determine when each of the activities from Step 2 will happen. You want to have a general idea of how things might happen as well as to assign certain sales activities for certain days in order to maximize efficiency. For example, if you knew you were going to be out of the office and in the car later in the week, perhaps you plan to make the customer check in calls at the same time. This might seem like a trivial step, but combining activities like this is a simple way to squeeze extra time out of the day.
4. **Make a specific plan for tomorrow**— Get granular and do not leave today without a plan for tomorrow. In excruciating detail, come up with a schedule of activities, identify priorities, and leave knowing what to expect of the day ahead.
5. **Engage the plan**— Run your sales day according to the action items on your agenda. Constantly stop and ask either, “What is the best use of my time?” or “Is this the best use of my time?”

6. **Self-assess**— When the week is complete, assess how you did. What did you accomplish and what got left undone? Then, go back to step 2 and repeat the process.
7. **Repeat**— Then, go back to step 2 and repeat the process.

Bonus Suggestions

- **Add accountability**— Find a buddy or meet with a manager at the same time each week.
- **Examine and reconsider your Sales Silos every quarter**— These are very likely to change. Set a review in your calendar. Don't be afraid to swap one Silo out for another.
- **Before you take on another project, kill off a Silo**— The book *Essentialism* by Greg McKeown goes into detail on how to assess new opportunities (page 111 of the hard copy)

In Conclusion

The cruel reality of sales is this: “The more successful you become, the less time you have to become more successful.”

Therefore, you need to learn a process for combining time management, preparation, and sales productivity. These five steps, when done correctly, help you achieve the ultimate: Sell more in less time.

Find more on Time Management inside The Sales Vault.

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