



Canadian Professional
Sales Association

Since 1874

HOW TO BE **A MORE PRODUCTIVE** SALES REP



It's time to be honest with yourself. As a sales person, how much of your time is actually spent selling? Are there days when it feels like you're just running in place? Putting in effort only to achieve middling results is not a great feeling—but you're not alone.

The reality of the situation is that more than half of your time is spent doing things other than closing. It's also likely that the minor tasks and time sucks taking up your days are not exactly fruitful.

The good news? This doesn't need to be your reality forever. It's time to change the way you view productivity. It's time to make mindful changes to the way you work. Instead of making your way mechanically through a list of tasks and ticking boxes from top to bottom, it's time to prioritize and to plan strategically.

Think of it this way: the majority of administrative tasks can be automated, streamlined, simplified, or eliminated altogether. However, creating authentic connections with your clients? That's something worth investing time in.

There are tried and true steps you can take to become a more productive sales rep. And you can take those steps today.

CULTIVATE GOOD HABITS

We hear a lot about bad habits. We also hear a lot of talk about strategies to help creatures of habit break out of their routines. However, it might be more productive to examine the good habits of successful sales reps. Are there certain things productive sales reps do every time, without fail, that contribute to their consistent success?

Yes. And you should make these habits your own.

REPS WITH A SALES HABIT



ALWAYS PREPARED

Having a productive day is not something successful reps leave to chance. The most accomplished sales reps on your team likely never wing it. Instead of being good at “talking on the fly,” they make it a habit to go into customer meetings and client calls having done all their research. Prepared sales reps are less likely to lose a sale, as they’ve anticipated challenges and questions in advance, and are prepared to offer the right solutions.



GOOD LISTENERS

It’s a stereotype that salespeople do a lot of talking. And while it’s definitely important to present and highlight your products and services, it’s more valuable to know when to stop and listen. Active listening is at the heart of understanding clients and prospects. Make sure you’re never interrupting or talking over people.

Successful sales reps are probably in the habit of acknowledging that they have two ears and only one mouth.



A KNACK FOR NETWORKING

Productive sales reps make a habit out of networking and expanding their circles. They don’t end conversations without asking for a new lead or an introduction to someone new. They also make time for events, mixers, and conferences—and don’t view these as extracurricular activities.

Always ask for an introduction, and always nurture your new connections.



SPENDS TIME QUALIFYING

Part of being a productive sales rep means knowing which opportunities to invest your time in, and which to ditch. Being selective should become a habit you cultivate—your pickiness might pay off big time. Take time to qualify so that you don’t pour undeserved attention into prospects who are the wrong fit and will never reach a decision.

Watch the pipeline closely and judge which opportunity is moving and which is irrevocably stuck.

TAKE CARE OF THE “PERSON” IN SALES PERSON

When it comes right down to it, the first steps you can take to become a more productive sales rep involve taking better care of yourself. It’s that simple.

Bonus: You’ll feel happier and more energized outside of work, too. It’s a win-win.

SELF CARE FOR SALES



GET ENOUGH SLEEP

You’re no good to anyone if you’re constantly exhausted and too groggy to focus on your tasks at hand. It takes a lot of energy and moxie to be successful in sales, and you’re going to need to bring the enthusiasm—so get some sleep!

Power down all your devices an hour before hitting the hay and aim for 6.5 to 7.5 hours a night.



MOVE

You don’t want to dull your creative and intellectual potential by sitting sedentary at your desk all day. You need to get active and reset your brain! You should be standing up—even for only a couple of minutes—every 20 minutes or so. Make use of apps like StandApp, which can remind you when it’s time to give your body a break from sitting.



REFUEL PROPERLY

Are you always eating fast food at your desk? Or do you get so busy at work that you forget to eat altogether? You are not helping your body refuel properly, and it’ll show—not only in your appearance, but in your lower energy levels, too. Don’t run out of steam. Try packing healthier lunches, drinking more water, and taking vitamin supplements.



TRY 90-MINUTE WORKING BLOCKS

Did you know most people can only concentrate for 90 minutes at a time on a given task? Yes, even salespeople. Optimize your productivity by resetting every 90 minutes—take a walk, read a chapter of the novel you started on your way to work, have some water. You might be surprised by your second wind of productivity.

TAKE EVEN BETTER CARE OF YOUR CLIENTS

Now that you've invested time in ensuring you're the healthiest, happiest, and most balanced sales rep you can be, it's time to make sure your clients receive the same care. Nurturing clients is a huge part of being a more productive sales rep—this is not a place to cut corners.

You might find that building and maintaining authentic relationships with your clients is one of the most rewarding parts of the job.

I TLC FOR YOUR CLIENTS & PROSPECTS



PERSONALIZE

No one wants to feel like they're dealing with a robot, so ditch the script. Instead of sending out a "one size fits all" email or memorizing a speech for your sales calls, spend time getting to know your prospect so you can tailor your message. A personal touch goes a long way.



ADD VALUE

Is your inbox jam-packed with junk mail and superfluous correspondences? Assume you're not alone. Your clients do not need pointless, random email check-ins. Sending even one of these is a surefire way to tempt clients to delete all future emails unopened. Instead, make sure to add value and teach prospects something new each time you reach out.



A PERSONAL TOUCH GOES A LONG WAY.



THINK FROM THE CLIENT'S POV

If your mind is on one thing and one thing alone—your paycheck—it'll definitely show. This sort of personal gain-based thinking will shine through and put off your clients from the get-go. You want your clients to know that you are not just a salesperson, but an ally to them.

Let your customer know that you consider their success your own success, too.

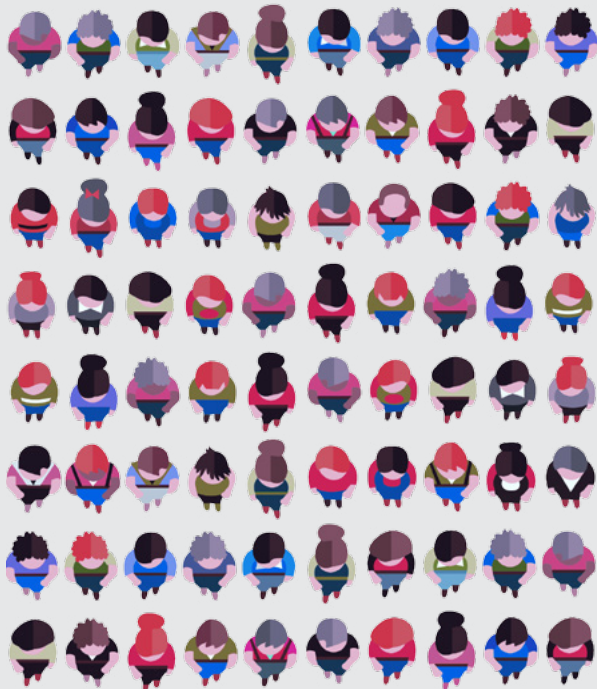
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Our 27,000+ members include senior executives, entrepreneurs, sales managers, sales representatives and sale agents. We help them reduce costs, increase efficiencies, develop themselves and their teams, and reach new heights in sales.

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