OPPORTUNITY MANAGEMENT –
ENHANCING SALES PRODUCTIVITY (16)

FOUR DIMENSIONS – OPPORTUNITY MGMT

1. Time management
2. Territory management
3. Records management
4. Stress management

TIME MANAGEMENT

• Biggest time wasters in life?
  - rank order: largest to smallest
• Strategies to deal with that → better use of time?

TERRITORITY MANAGEMENT

• Classify customers – potential sales volume
  - track current $ amount & future $$
  - remember 80-20 Rule

• Develop route/schedule plan
  - map territory/use smaller zones if too large
  - dev routing plan for a specific time frame
  - schedule around customers needs
  - establish tentative calls
  - use 80-20 rule

• Sales call plans
  - sales mgr initiates plan
  - efficient/effective account coverage
  - plan discussed with sales staff

SALES RECORD MANAGEMENT

• some complain about “paperwork” time
• accurate and timely records important
• facilitates closing sales & improves customer service

Common record types:
  - customer & prospect files
  - call reports
  - expense records
  - sales records

Use computers for productivity
  - most firms provide laptops with sales mgmt software
- use database/spreadsheet to create your own
- PCs/PDAs $\rightarrow$ increase selling time & enhance customer service

STRESS MANAGEMENT

What are some things in your life that are causing you stress?
What can you do to reduce the stress caused by each?

STRESS

• external stimulus – a stressor
• the physical & emotional responses to that stimulus
• anxiety, fear, muscle tension, surging heart rate
• too much stress is unhealthy if unchecked!

WHAT ARE SOME THINGS YOU CAN DO TO RELIEF STRESS?

STRESS MANAGEMENT

• dev stress-free work environment
• maintain optimistic outlook
• practice healthy emotional expression
• maintain healthy lifestyle

STRESS MODERATORS

• autonomy
• connectedness
• perspective
• Tone