LEARN HOW TO REACH YOUR PEAK SALES PERFORMANCE

SECRETS OF THE MOST PRODUCTIVE SALESPERSON
As competition increases in nearly every industry, it has become more important than ever for sales professionals to be at the top of their game. This has created an obsession with enhancing productivity and reaching peak performance levels every day. However, productivity is far from a one-size-fits-all concept. In the following pages, you’ll get a glimpse at the productivity habits of some of the leading thought leaders in the sales industry. Maybe you’ll adopt Mark Hunter’s habit of laying out your objectives for the week every Saturday, or Deborah Sweeney’s daily practice of meditation to help her stay focused. Try some of the ideas in this e-book for yourself and find a routine that keeps you at peak sales performance!
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Secrets of the Most Productive Salespeople
“You have to have a deep interest in what you do and enjoy it”

“Chasing productivity is always a challenge, as I’m always trying to find a better way to do anything and everything. Over the years, I’ve tried nearly every productivity tool – even buying a few along the way – and the vast majority have had little lasting effect on me. For me, my productivity is tied incredibly close to my motivation. When my motivation is high, my productivity is amazing. On the flip side, if I’m not motivated, my work can slow to a crawl, which obviously is painful. Fortunately, I have learned ways to keep myself motivated most of the time. And honestly, I love what I do. I think that is also key to productivity. You have to have a deep interest in what you do and enjoy it, even when the schedule is crazy and demands a lot of productivity.”

MARK HUNTER
Speaker and Author of *High-Profit Selling*
"Your job isn’t your work. The difference that you make is your work. The contribution that you make is your work. Do meaningful work. Avoid distractions."

#2

"Your job isn’t your work."

As our lives become more and more hectic, the concept of creating a balance between life and work can be an appealing one. However, technology has made it virtually impossible for us to completely disconnect and the results of a recent internal survey conducted by Google, titled gDNA, indicate that a work-life balance may not be possible at all.

I mainly focus on obtaining three big outcomes that move me closer to my three biggest goals.

I write first thing in the morning. I have found that my brain is better for writing when it is as clean as the white piece of paper on my screen.

The best task manager in the known universe is Omnifocus.

Weekly review and planning. I capture everything I need to do for the coming week on Saturdays, and I plan my upcoming week on Sundays.

Anthony Iannarino
Author, Speaker, and Entrepreneur
“Do what’s closest to cash every day”

“My personal motto: Do what’s closest to cash every day. ‘Closest to cash’ means following up on leads and prospecting through referrals. It means making a phone call, sending a personalized email, creating a proposal (not fun, but important), reconnecting with people, and attending regular networking events to expand my connections.

Sales is not about what we do. It’s the results we get that matter. That’s why building relationships with prospects and caring for current clients always takes priority over checking email and updating social media accounts. After all, it’s people, not tweets, that seal the deal.”

Do I check email and social media? Of course. But technology doesn’t power my sales. Relationships do.

#3

JOANNE BLACK

Founder of No More Cold Calling

Time You Wake Up: 6:30 AM
Morning Routine: Coffee, breakfast, exercise (sometimes).
How do you structure your day? Check email and social media for 20 minutes, prepare for scheduled calls and meetings, follow up with prospects and clients, write articles and blogs, spend a little more time on email and social media.
Productivity Tools: CRM to track downloads and initiate auto-responders, Buffer App to schedule posts on LinkedIn, Facebook, and Twitter.
Productivity Tip/Trick: I do the most important tasks in the morning, which is when I’m most creative and productive.
Time You Go to Bed: 11:00 PM
“Life is short, work with people you enjoy.”

“Life is short, work with people you enjoy. That and relationships are at the heart of everything.

I think a lot about how I work, how to do it more effectively and efficiently (including a best practices guide on productivity & work/life balance), so I wanted to add my take on the typical questions.”

MATT HEINZ
President at Heinz Marketing

Feeling overwhelmed?
Try these quick tricks to clear your head:

- **Write everything down**
  Having your thoughts on paper frees your brain to focus energy elsewhere.

- **Prioritize tasks**
  Stop focusing on 100 things and start focusing on what really matters.

**Time You Wake Up:**
5:30 AM

**Morning Routine:**
Get coffee, and be ready for the kids when they wake up.

**How do you structure your day?**
I live in Kirkland, Washington and work in Redmond, Washington (about 20 minutes in the morning, 30 in the afternoon). I’m in Salesforce every day managing short-term prospects as well as our inbound leads.

**Productivity Tools:**
Outlook Tasks is my core organizational system. We use Salesforce for contact and pipeline management.

**Productivity Tip/Trick:**
Capture and triage every idea or task. This frees my brain to think about the task at hand or the next idea. I swear, this is the single most important element for me to stay productive.

**Time You Go to Bed:**
10:00 PM
“Sometimes you can slow down and actually accomplish more.”

“I believe that productivity is critical, but you should not spend all your energy just being busy 100% of the time. This will make you crazy. Take a deep breath, step away and regroup at times. People often perceive productivity as go-go-go. Sometimes, you can slow down and actually accomplish more. By staying organized and focused, you can often get more done than working frantically. Taking a break or a run, or spending some time away from the grind can actually help you focus on the right things. Rather than doing everything as quickly as possible, uncover those things that are your highest and best use and do more of that. It’s like a personal ROI. Being productive involves doing those things that give you the highest return on investment. Taking the time to understand and do those things is critical to ultimate success.”

DEBORAH SWEENEY
CEO of MyCorporation

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<td>5:30 AM</td>
<td>I head down to spin and check my morning email, then up to get ready and get the kids off to school. I drop them off at 7:50 and drive 5 minutes to my office.</td>
<td>I look at my ‘to do’ list, which I have formulated the night prior. I evaluate if anything needs to be adjusted and then I go. I usually take a mid-morning break for my morning coffee.</td>
<td>I keep a list, I meditate for focus, I exercise for energy and I try to really stay on task.</td>
<td>I meditate. It gives my mind time to let go and re-focus.</td>
<td>10:30 PM</td>
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Is coffee good for your productivity?

For millions of people, coffee has become a daily ritual. And that ritual is well founded. We are all familiar with the feel we get from our morning cup of coffee. Our mind feels sharper, our focus comes easier, and our words flow effortlessly. But what is actually happening to our body when we consume coffee and is it in fact good for our productivity? The caffeine is essentially tricking your brain into thinking you have more energy and focus.

While this effect has obvious benefits to productivity, you need to be strategic in the amount of coffee you consume and at what times. Consuming too much coffee can cause an overstimulation of your brain, making you feel jittery and making it harder to focus. This overstimulation can also cause your mind to crash once your brain realizes it has been tricked.

Also, consuming your coffee first thing in the morning may not be most beneficial. Immediately after waking is when your body feels most alert and your energy levels are highest. Shifting your first cup later in the morning, when your energy starts to dip can have a more positive impact on your productivity levels.

50% Half of the influencers in this e-book listed coffee as part of their morning routine or productivity strategy.

200-400mg According to the developers behind mobile app Coffee Zone, this is the ideal amount of caffeine, about 2 cups, to achieve peak performance levels.
#6

“A leader’s productivity is measured by the aggregate productivity of their team.”

“Productivity, as a leader isn’t an individual set of statistics. A leader’s productivity is measured by the aggregate productivity of their team. If they crank, then you’ve done your job. Rest easy and relax.”

PETE GRACEY
President at AG Salesworks

Time You Wake Up: 6:30 AM

Morning Routine:
Walk the dog, feed my kids, drink coffee, get the kids to school, drink more coffee on way to work.

How do you structure your day?
At 10:00 AM, I have a very productive 3 hours of actual work until 1 pm when I take a break and eat. Afternoon’s are reserved for selling and meetings with my team.

Productivity Tools:
Evernote and long-term employees who have become extremely comfortable holding me accountable to all the things on my to-do list.

Productivity Tip/Trick:
DON’T Multi-Task. It doesn’t work.

Time You Go to Bed: 11:00 PM
“Connect with people who both agree and disagree with you.”

“To be productive you must read widely from different sources, connect with people who both agree and disagree with you, invite challenge, stretch yourself out of your comfort zone, work with some (but not absolute) structure, allow room for reading, thinking and walking and discard most tips from other people on how to be more productive - work with your own rhytym if possible - which changes all the time.”

**DIONNE KASIAN-LEW**

CEO Social Executive, Speaker, and Author

**Time You Wake Up:** 6:00 AM

**Morning Routine:** When I am disciplined I wake at 6 and go walking, then have coffee with my husband at a favorite cafe.

**How do you structure your day?** I have two primary needs - input & output. If this balance isn’t right - I am less productive.

**Productivity Tools:** If I am stuck on a strategy - I walk. If I am trying to bring a complex idea together - I walk.

**Productivity Tip/Trick:** Go walking.

**Time You Go to Bed:** 10:00 PM
Take an interactive guided tour.

Learn how a sales manager and sales rep use Salesforce to manage their day. This interactive tour guides you through the different capabilities of Salesforce. Experience the world’s #1 CRM app today.
“Prioritization of tasks is no longer a privilege… There are always too many things to do, all of which are important and urgent. So I have 2 pieces of advice for increased productivity:

1) If something is not a MUST-do, then take it off your list. It will never get done. #10 on the list never moves up, it just languishes guiltily behind an ever-changing 1 through 9.

2) If you want to be truly productive, then first do the task that interests you the most… even if it’s #9 on the list. You’ll have the most energy for it, and you’ll do it the quickest and best. Then move around your list, ticking off the items that you’re the most motivated to do. You’ll never waste more time than attempting a task that is neither urgent nor interesting, even if it’s a top ‘priority.’ And you’ll never do anything as well as something that you’re actually interested to do. Trust me on this one… Follow your energy. (And avoid electronic distractions for large chunks of time.)”

Jason Jordan
Partner at Vantage Point Performance
“Life is short and there’s so much incredible stuff to do.”

“Life is short and there’s so much incredible stuff to do, experience and live. And it’s definitely not worth waiting around to get to any of it. Achieving things you never thought you could makes life an absolute blast.”

STU HEINECKE

Founder & President of CartoonLink
“Productivity is all about ‘Me-Management’”

“My productivity philosophy is much like my sales coaching: simple, blunt and practical. My time is mine; don’t touch it. Keep your calendar invites to yourself unless I ask you for one. (As an aside: the larger the company, the worse the calendar invite problem/game seems to be. It’s out of control, robbing sales producer’s time and killing results. If I was king, I’d ban unsolicited calendar invites). Productivity is all about “Me-Management” and deciding how and where to invest your time. The more you control your calendar, the more you affect your performance.”

MIKE WEINBERG
Author, Founder of The New Sales Coach

#10

Time You Wake Up: 5:30 AM
Morning Routine: I’ve been working to refine mine: more water, more exercise, more protein, more reading and more content development.
How do you structure your day? There is no normal day between travel, coaching, consulting, speaking and content creation, and 3 busy teenage kids.
Productivity Tools: I added a virtual assistant in mid-2013 and it’s been life-changing and life-giving.
Productivity Tip/Trick: Proactive Time-Blocking — making appointments with myself to tackle important, non-urgent, high-value activity.
Time You Go to Bed: 11:00 PM
"Always be prepared."

“Always be prepared. Why might this buyer find a call from me to be helpful + timely? Always be buyer-focused. Their reason for conversing with me relates to their issues, not my capabilities. Always be disciplined. Discipline creates the chance to detect, in patterns, what’s working and what isn’t. Always be risk-transferring. Be so helpful and organized that, across several touches, that risk is transferred to the buyer. Always be timely. Those who take the time to be timely will win more buyer conversations than their peers. Always be curious. The better you understand them, the higher the odds they’ll understand your potential value to them. Always be testing. What’s tested gets measured. What’s measured can be improved. Always be learning. Productivity is perfected with practice, knowingly done well. Speed with which what’s working is clear dictates the speed with which my productivity improves. Analytics that gauge performance “at speed” matter.

JOHN COUSINEAUN CEO of Innovative Information inc.

Time You Wake Up:
6:00 AM

Morning Routine:
Read two newspapers over breakfast. Walk to work. Brew fresh coffee. Then get at ‘it’.

How do you structure your day?
a/ first third = conversations with customers
b/ middle third = the business
c/ last third = conversations with prospects

Productivity Tools:
Linkedin, InsideView, Data.com, AMACUS, Skype, GoToMeeting, SMS, cell phone.

Productivity Tip/Trick:
Always be helping. Everyone I interact with. Beyond their expectations.

Time You Go to Bed:
10:00 PM
How you sleep can effect how you work

On average, you will probably spend 24 years of your life sleeping. It’s amazing then that most of our knowledge about sleep is based on hearsay. “What’s there to know” you ask? You should be getting 8-hours a night, right? Actually, no.

Recent research indicates that between 6.5 - 7.5 hours is the optimal sleep time if you want to be at peak performance. While this range is certainly not a one-size-fits-all situation, studies find that getting any less or any more than this ideal range can impact your performance.

What about the productivity junkies that boast about only needing 4 hours a night? Well, they’re only half right. Research indicates that while sleep deprived individuals can perform specific tasks adequately, their ability to stay focused is dangerously diminished. Once their mind wanders, they lack the power to reign their attention back in.

So how can you get better sleep? Having a routine or ritual before bed can help train your body to fall asleep easier and at the right time.

According to renowned sleep expert Daniel Kripke, this is the ideal amount of sleep to get each night. Any less or any more could negatively effect productivity.

This is the average amount of sleep reported by the influencers that contributed to this e-book.
“I love the idea of condensing a work week into 4 or 4.5 days.”

“I prefer to work in highly focused bursts, versus long drawn out days. I am a fan of quality over quantity. I would prefer to have a highly productive 5 hour day as opposed to a relatively productive 12 hour day, using the time saved to spend reading, walking with my dogs, or doing something with my family. I love the idea of condensing a work week into 4 or 4.5 days and taking the additional time to recharge.”

Three ways to avoid burnout

- **Say “no”**
  It’s OK to refuse projects. You should take protecting your time seriously.

- **Downtime**
  Make a point to schedule downtime and make it part of your daily routine.

- **Track Progress**
  Burnout is actually a symptom of feeling like you haven’t accomplished anything. Track your progress.

Paul Alves
Co-founder and CEO of AG Salesworks

6:30 AM 10:00 PM

**Morning Routine:**
Have a Whole Foods greens drink, spend 30 minutes reading something inspirational/educational, run my dogs on the beach for 45 minutes, eat breakfast, & check email.

**How do you structure your day?**
I touch base with my team to ensure we are on track with key initiatives. The remainder of a typical day will be split between internal and external meetings.

**Productivity Tools:**
Evernote to keep my notes and content organized.

**Productivity Tip/Trick:**
I find filling my calendar with blocks with very specific focus helps a great deal.
“Focus on one thing at a time.”

“Focusing on accomplishing one task at a time is a philosophy I have intellectually embraced, but have not perfected. I notice that when I keep my focus on one task, I’ll actually complete it instead of getting distracted by the other tasks that are flitting about in the periphery of my mind. The quality of my work on that particular task I’m focusing on is also higher. However, as we are all inundated with so many opportunities to touch and be touched information-wise, with the additional pressure of being in sales and not wanting to lose sight of any and all sales opportunities, it’s a struggle to stay focused. Living my “one task at a time” philosophy is a work in progress!”

ALICE MYERHOF
Author and Business Development Executive

#13

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Time You Wake Up:
6:00 AM

Morning Routine:
1. Brush teeth immediately
2. Make coffee
3. Turn on phone
4. Check email
5. Meditate (on good days)
6. Get the kids ready for school

How do you structure your day?
I like to be extra responsive to sales conversations so I’m generally tracking email all day long.

Productivity Tools:
Evernote, Dropbox & my CRM are lifesavers for me. I also keep a hand written to do list in an ongoing notebook where I also write meeting notes.

Productivity Tip/Trick:
Listen to Mozart when doing projects that require deeper thought.

Time You Go to Bed:
9:30 PM
“Do what I hate first, and what I love last.”

“Always start the day in CRM and stay there!!! Have the discipline and consistency to do what I hate first, and what I love last while being a slave to my calendar, task list and pipeline.”

**DAVE KURLAN**

Speaker, Author, Sales Development Expert

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**How to maintain your focus.**

The hardest part of staying productive is keeping yourself focused. Here are three things that can help you keep your mind on the task at hand.

- **Stop multi-tasking**
  More and more studies are finding that multi-tasking does more harm than good. Focus on one task at a time and avoid thinking about other projects.

- **Make productivity a habit**
  Your mind craves routine. Make productivity a habit by scheduling your major tasks at the same time each day. After a week, your mind will automatically be prepared to do work at the allotted time.

- **Minimize distractions**
  This may seem obvious, but it is extraordinarily hard with our always-on, always-connected lifestyles. Make time to disconnect from all notifications, technology, and email.

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**Time You Wake Up:** 5:00 AM

**Morning Routine:**

- Work until 6:30 AM catching up on international emails from overnight and writing an article for the blog.

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**How do you structure your day?**

- Appointments and meetings are color coded in the calendar. Revenue generation gets green, my activities get blue, client meetings are orange, meetings with my channel are gray.

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**Productivity Tools:**

- Google Calendar and Wunderlist for task management both sync across all my various devices.

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**Productivity Tip/Trick:**

- I have an action folder for emails that I must do.

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**Time You Go to Bed:** 10:00 PM
"I am not attached to being perfect but more attached to making something happen."

“I like to take enough time out to think through and clarify my goals so they feel right—and when they do, that gives me the juice to keep going.”

Your body needs a break

- **90 minute cycles**
  Your body is designed for cycles of productivity. You can only concentrate for 90 minutes or so on a given task before your mind needs to take a break and refresh.

- **Stimulate the brain**
  Stepping away from your desk every 90 minutes increases blood flow and oxygen to the brain, allowing you to refresh and refocus your mind.

Josiane Feigon
President, TeleSmart Communications

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**Time You Wake Up:**
6:30 AM

**Morning Routine:**
I start by drinking my coconut water and do some type of exercise.

**How do you structure your day?**
If I’m working in the office, I usually work 10-hour days in the office.

**Productivity Tools:**
LinkedIn for outreach and to keep up with peers.

**Productivity Tip/Trick:**
I’m a big list-writer. I’ve been known to refresh it 3x a day—it works, I get a lot done.

**Time You Go to Bed:**
11:30 PM
“You can always do more than you think you can do…”

“Being more productive is something that we all think about. There’s only so much time in the day so getting things done is about quality and quantity. The quantity of your time is fixed, so quality is ultimately what matters. Productivity and organization and planning combine to make you a superstar.

If you don’t have a routine, then create one. Wake up and get busy getting things done.”

Speaker, Author, Managing Partner at Waldschmidt Partners

DAN WALDSCHMIDT

Time You Wake Up: 5:45 AM

Morning Routine: Not really...

How do you structure your day? No set structure. Each day is built around specific goals that we want to achieve.

Productivity Tools: Boomerang — It’s an add-in for Gmail and Outlook that reminds me of what emails I have sent that have not been replied to yet.

Productivity Tip/Trick: Add everything to a “To Do” list — as soon as you think of it.

Time You Go to Bed: 12:00 AM
“It’s not productive unless it adds value to the organization.”

“Once you frame productivity as adding value to the business, you can be more careful and ruthless about what or what not to do. Sometimes you have to interrupt your plan to add a lot of value in the short term. Other times you’ll turn down opportunities that would add a little value in the short term, but disrupt a plan that adds tons of value over the long term. It all comes down to value, and that makes prioritizing a fairly simple equation.”

**Jesse Noyes**
Sr. Director of Content Marketing at Kapost
Exercise helps keep your brain in shape

Everyone knows that a daily workout is a great way to keep your body in shape, but it’s also a great way to keep your mind at peak performance as well.

According to a recent study from the International Journal of Workplace Health Management, people who exercise during their workday were 23% more productive on those days than days on which they did not exercise.

Even better, a study published in Brain and Cognition found that after just 30 minutes of mild physical activity, subjects could complete a cognitive test faster than they could before exercising, and that positive effect lasts up to an hour after the activity.

Finding time for a morning run can help you hit the ground running when you get into the office and working exercise into your daily lunch break can help prevent the mid-afternoon productivity slump.
"Calendar your week days, and whiteboard your weekends."

"My wife April and I have a condo in Atlanta and a house in Florida. Every Friday after work, we plot out our weekend on big physical whiteboards that we keep in our home office. This allows us to do all the fun activities, sports, and chores we want but to sprinkle in reading, writing, and a little work as needed."

KYLE PORTER
Founder and CEO of Salesloft

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<td>7:00 AM</td>
<td>I read. I use Digg Reader to consume my 20 favorite sales blogs. I receive a handful of information alerts via email.</td>
<td>Aggressive calendar usage &amp; inbox zero.</td>
<td>I’m a Google fiend, Cal, Docs, Mail, etc. I love Chrome extensions and have recently gotten into text acceleration via a Mac app called aText.</td>
<td>I manage “Email Like a Boss” and plow through Kindle books like a machine.</td>
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Stay productive while working from home.

More and more often, companies are allowing employees to work from home. If you find yourself working from home, here are three tips that can help you stay focused and productive.

- **Separate your work area**
  - Allow your brain to separate between work and home life by creating a designated area for working that is separate from where you relax.

- **Stick to a schedule**
  - Hold yourself accountable to a strict working schedule. If you allow your mind or activity to wander to television or other distractions, you could be creating bad habits that are hard to break.

- **Stay connected to the office**
  - While creating distraction-free time throughout the day is essential to getting things done, make it easy for your team to get in touch with you so you feel like you are still part of a team.
“Figure out what your hourly rate is and compare everything you’re doing to that.”

“Figure out what your hourly rate is and compare everything you’re doing to that rate and ask if it’s worth the time. Say you make (or want to make) $200k/year. If you use 48 workable weeks in a year and 40 hours in a week then you come to a rough hourly rate of $100. Now, whenever you’re doing something you should ask yourself – is this worth $100/hour? If it’s not and you can have someone or something do it for cheaper then have someone or something do it for cheaper. There are so many resources you can outsource things too these days it’s ridiculous. Find the highest value activity for you to do and focus on that. Finally, what helps you set your goals is having a clear understanding of what your priorities are and if you have a boss, understanding what theirs are and how yours align. If you have a clear understanding of your priorities then you can set goals that align with them and stay focused to achieve them.”

Time You Wake Up: 6:00 AM

Morning Routine: I get up, shower/shave/etc., get my Dunkin Donuts large regular coffee with cream and one sugar.

How do you structure your day? I try to do things in one hour chunks. I’ll do one hour of prospecting, then one hour or researching, then one hour of follow up and one hour of preparing for presentations.

Productivity Tools: Evernote is where I take all my notes. InsideView, Gagein, Feedly, Facebook, and Twitter are where I find all the information I need to prospect.

Productivity Tip/Trick: My favorite productivity tip is SMART goal setting.

Time You Go to Bed: 12:00 AM
“The busier I am, the less productive I will be.”

“I really like this quote from Abraham Lincoln: ‘If I had six hours to chop down a tree, I’d spend the first four sharpening the ax.’

Productivity is all about getting things done. When I feel crazy-busy, it’s usually because I’m trying to juggle too many tasks at once. It may feel like I’m doing a lot, but the truth is usually that each individual task takes longer and I’m more likely to make errors.”

JEFF TOISTER
President of Toister Performance Solutions
“My philosophy is to eliminate wasteful activity from my day.”

“My productivity philosophy is to eliminate wasteful activity from my day. The goal is to maximize my Return on Time invested (ROT) in everything I do. If something isn’t yielding a high ROT, then I simply stop doing it or pass it off to someone else. Every salesperson should keep this in mind to increase their productivity—and every company should encourage their salespeople not to waste time on low-ROT activities.”

**Marc Wayshak**

Author of *Game Plan Selling*
“People pack calendars with way too much.”

“I think time and planning are enormously underrated and underappreciated. In business, particularly with technology businesses, there tends to be a macho attitude around “activity.” People pack calendars with way too much, they multitask, they get easily distracted doing the urgent, yet accomplishing nothing important. While they have been busy, they actually accomplish very little. Blocking time to think (including reading non-business stuff), reflect, and plan is the cornerstone to effectiveness and productivity. It enables us to identify what’s important, to minimize distractions, and to achieve much more.”

DAVE
Speaker and Sales Coach

**Time You Wake Up: 4:30 AM**

**Morning Routine:**
First off, a cup of coffee. Then a new blog post, quick updates of social media feeds, generally about an hour. If I don’t have calls scheduled, it’s on to email.

**How do you structure your day?**
I try to block about an hour in the morning and an hour in the afternoon for some calls or email.

**Productivity Tools:**
Because we might be any place in the world, conferencing tools like Skype, GoToMeeting, and others are must have’s.

**Productivity Tip/Trick:**
No multitasking, period!

**Time You Go to Bed: 10:30 PM**
“I believe that the people I know are what makes me most productive”

“I focus more on relationships and connecting and staying in touch with people than I do on whether every item on my to do list is complete. If I keep showing up in the communities I am a part of and adding value - through introductions, articles, ideas - for the people in these communities, then my business grows easily and effortlessly and my life is richer. I try to have a high Say/Do Ratio - meaning when I say I am going to do something, I do it. If I can’t do it, I say no. (Not always easy for me; saying no is a work in process).”

**DENISE BROSEAU**

Founder and CEO of Thought Leadership Lab

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**Time You Wake Up:**
6:00 AM

**Morning Routine:**
My little luxury is to get up early and stay in my pj’s and read for a few hours before I get started on the day. I tend to read on my iPad.

**How do you structure your day?**
I usually have a running to do list and I focus on the 2 or 3 items that are going to be the most important priorities early. I try to keep one day a week in my home office with no meetings so I can catch up on the priorities.

**Productivity Tools:**
I use Evernote to store all my articles and information.

**Productivity Tip/Trick:**
When I first read email on my computer or my phone, I flag the important ones with color flags to help me prioritize what needs to get done.

**Time You Go to Bed:**
12:00 AM
Technology Boosts Your Productivity

The professional world has grown enamored with the idea of productivity. Tools and technology aimed at helping eek one more ounce of productivity out of our day are pouring into the marketplace. If you search the Apple appstore alone, you'd find over 4,000 apps related to productivity. So how can you decide which tools are right for you?

The sheer number of options available to you speak to the fact that productivity tools differ from person to person, but for a sales rep, it all starts with a CRM solution.

Customer relationship management solutions like Salesforce help turn a sales reps life from unordered chaos, with planning even hours ahead out of the question, to a well oiled machine focused on creating revenue. Keep a single shared customer profile, company-wide, collaborate across the company, and View your business performance anywhere, on any device.
“Question every activity/distraction that you encounter during the day”

“Do I really need to do this activity? What will happen if I don’t do it? Is there something else more important that I should be doing instead of this activity?) Break your routine periodically: The change in pace and environment will inspire innovative and breakthrough ideas. (e.g., I come up with some of my best ideas sitting in an off-site conference, or even standing in the shower.) Ultimately, as Andy Grove of Intel said, “Only the paranoid survive.”

6:00 AM 11:00 PM

GERARD
CMO of Curata
“Ruthless prioritization”

“I’d sum it up this way: Ruthless prioritization. As the founder and chief product officer of Bunchball, my job right now is to stay focused on whatever is best for the company, whatever provides the biggest bang for the buck. That takes discipline. But, it also takes being open to new ideas as they happen. I like being accessible to the team, and I like being in tune with what’s going on as it’s happening.

Of course, being in the middle of the action also means I task switch all day long. Some might think that runs counter to productivity, but it doesn’t for me. When I was an engineer writing code, I saw the other side of the coin. Back then, I would work on a single project in long stretches, and even today, I’ll still do that now and then if I’m writing code. But over the past few years, my productivity philosophy has evolved. Today, I need to be more nimble, shifting rapidly from one task to another. It works – because I stay laser-focused on the things that are the highest priorities.”

RAJAT PAHARIA
Founder and Chief Product Officer at Bunchball

Time You Wake Up: 7:00 AM
Morning Routine: It revolves around my three kids!

How do you structure your day? Every day is different. My calendar is built around planned, scheduled meetings. Then, I fill in around those scheduled events with projects from a prioritized to-do list.

Productivity Tools: I live in Google Calendar, Gmail and Gmail’s Task list.

Productivity Tip/Trick: I’m a voracious reader. I love learning, so I’m always reading.

Time You Go to Bed: 11:00 PM
Well there you have it! You’ve learned some of the productivity secrets of top sales thought leaders, read some helpful tips for keeping your brain in peak condition, and hopefully discovered a few new ideas that you can implement into your own sales routine to help you crush your goals and dominate your job each and every day. As we’ve mentioned before, productivity can be a very personal thing, so we encourage you to share your own insights and tips by joining the conversation online by using the hashtag #salesproductivity or using the link below.

**Share Your Own Productivity Tips »**
SALES SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

If you want to grow your sales and establish a transparent sales process, you need an easy-to-use Customer Relationship Management system. Salesforce allows you to store customer and prospect contact information, accounts, leads, and sales opportunities in one central location.

32% Improvement in win rate.

40% Increased sales productivity.

32% Increase in sales revenue.

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