



WELL-EDUCATED ACTIVITY

INSTANT SALES TACTICS

There are a lot of activities that the professional salesperson can choose to do in any typical day. But which ones are best? Which activities will lead you to the results you want?

Activity equals Success . . . but ONLY if that Activity is Well Educated.

WHAT IS a “Well-Educated” Activity?

It's easy to get faked out by being busy. But the question is, “Busy doing what?” Often, we can get sidetracked by confusing activity with progress. A rocking horse has lots of activity, but doesn't make any progress.

A Well-Educated Activity is one that:

- Significantly contributes to your success and the success of others.
- Moves you closer to the results you want.
- Solves a client problem.
- Moves a prospect to a client.
- Makes you money.

Using Your TIME Wisely

Each day you can be pulled in many different directions. Email, voicemail, proposals, drive time, meetings, presentations, training, kids, social activities. You name it. We all have very full plates.

If you don't focus on Well-Educated Activities, you can waste a lot of valuable time each day. If you waste just six minutes per hour, you'll lose five weeks of wasted time each year. But if you can use those six minutes for Well-Educated Activities—every hour, every day, every week, every month—you'll have more success every year.

Everyone gets the same amount of time: 86,400 seconds in each day. You, your clients, your prospects, your competitors. It's what you do with your time that makes the difference. You have to spend your time on Well-Educated Activities.

“

All growth depends upon activity.

There is no development physically or intellectually without effort, and effort means work.

”

Calvin Coolidge



RIGHT NOW ACTION STEPS

- ▶ Make a list of the Activities you do in a typical day/week.
- ▶ Put them into four categories:
 - Critical:** Activities that have the highest potential for gain.
 - Helpful:** Activities that provide some progress toward results.
 - Necessary:** Activities that are required to maintain your business effectively and efficiently.
 - Unnecessary:** Activities that do not move you closer to results.
- ▶ Plan each day to focus on Critical Activities first, then Helpful, then Necessary.
- ▶ Each night before you go to bed, make a list of the three most important Well-Educated Activities that you need to focus on the next day.