

## Control-Point Sales Productivity

*For Today's Ultra-Busy Sales Professionals*

Missed deadlines, churning priorities, and long hours plague today's top sales achievers. This novel control-point technique obsoletes traditional time and task management and helps today's busy sales professionals manage demanding schedules, focus on results, and optimize their sales achievement.

Participants learn how to build volume, velocity, and value results at every step in their sales cycle. Combining the best of sales funnel management with this novel time and task control-point technique delivers practical strategies, tactics, and tools that can be quickly learned and applied. Boost your sales with this practical control-point approach to sales success.

### Learning Objectives

- Map your sales process with volume, velocity, and value control-points
- Apply control-point thinking, right-sized goals, and daily focus-zone controls to the contact, communicate, and closing process
- Communicate clear and realistic control-points to your sales team
- Identify core activity control zones to optimize daily sales productivity
- Apply the Pareto and urgency vs. importance principles to prioritize tasks
- List four deadly sales productivity killers and describe success strategies
- Plan your own optimal, high-performance week with right-sized goals, daily focus zones and effective control points

### Format

This program is delivered in seminar, keynote, breakout, and webinar formats

