



## 40 HOUR WEEKS ARE FOR THE WEAK!

There is an old adage that says, “plan your work, work your plan ...fail to plan, plan to fail.” **This should be the #1 rule of sales.** If you are not able to manage yourself, how can you manage the benefits you have to offer your clients? Organization is not just the starting point, but mandatory. *Seattle or Secaucus*, where would an airline be with pilots that did not plan their routes?

**Analyze your daily routine:** Be honest and **HARD** on yourself, you know that *time expands to fill the time available*. Meeting colleagues for 5:30 drinks will NEVER bring DOLLAR\$ to the bottom line. Fine-tuning tomorrow's presentations will! Fun, or DOLLAR\$ ...what works for you? Have you ever felt:

- I can get everything together in a couple minutes for the meeting tomorrow morning...
- I have twenty minutes after my meeting with station A to prepare for station B...
- I will just change the name and use the station A presentation for station B...
- I will focus on cluster benefits rather than who is listening
- The meeting is two days away I have plenty of time...
- I can always adlib my way through a presentation...
- I will explain that the format benefit is the same as...
- I can use station B to leverage station A at full rate...
- I can always bonus station B at no cost to close station A...
- I simply need to close station A; whatever I get from station B is found money...
- I cannot meet the cost-per-point, but I need the meeting to fill my quota...
- This client is not likely to buy anyway...

***YES to any of the above is a surefire path to drowning your declining sales in a glass!***



**Distractions are easier -- and more fun -- than focusing on DOLLAR\$ time:** You must distinguish the difference between the “important” and the “urgent.” The important is the top 20% of your client base where 80% of the billing is generated. The urgent redirects valuable time to lesser opportunities. Focusing on the “important” will result in achieving goals. The “urgent” will steal time and DOLLAR\$ from the objective. **The AE PLAN:**

- Focus 50% of your energy on the top 20% of your billing
- Focus 30% on “seeding” new dollar\$ from the remaining 80% of your clients
- Focus 20% on new prospects
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**Your plan is the guideline, the schedule is the timeline:** If you are not able to present your schedule to your sales manager in advance you are not a “closer,” but merely a package presenter. **The Sales TimeLINE:**

Thursday – Define the following Monday to Friday client presentations detailing dollar\$ presented vs. closing probabilities. Also, review client projected dollar\$ and closing projections for the following four weeks. Reliable weekly revenue forecasting is mandatory.

- 7:30 AM, Monday through Friday – 30-minute review of that day’s schedule.
- 5:30 PM, Monday through Friday – 30-minute review of tomorrow’s schedule.

**14 Days to enhance billing:** If you do not know your schedule two weeks in advance, how can you possibly have time to create a new opportunity, or even convert a boilerplate concept into a “personal” presentation? Calling in the morning for an afternoon, or next day meeting, will fill your appointment quota, but not your sales goals. This allows the “urgent” to steal valuable time from the “important.”

**Mail dropping are dropped opportunities:** If you ever hope to separate yourself from the cluttered and crowded pool of AE's from competitive clusters ...NEVER merely drop a presentation in the mail, or eMAIL, with a note that you will follow-up with a telephone call. All this does is bury the client in unsupported paper identifies you as a "presentation pusher." If you do not have a client face-to-face relationship, you can easily fill your weekly contact quota, but not booked sales! Get the eye-to-eye meeting to present, sell, close, and build your personal relationship.

**What IF:** Most direct clients do not work the standard 9-to-5 routine. Are you willing to make an 8:00 PM sales call to close \$8-Grand? The successful Account Executive is not a weekday 8:30 AM to 5:30 PM job, but Action and Energy to get the job done ...no matter when, where, or how!

**Office vs. Starbucks Coffee Time:** If you are in the office between 9:00 AM and 4:00 PM, or your favorite "hiding" spot (Starbucks) ...you kidding yourself. You might be able to hide from your sales manager, but sooner than you think, your lies will bury you!

**Today's clusters demand more than part-time attention or simply responding with boilerplate sales packages:** Revenue expands with time management where AE time is dedicated to coupling client needs with station availability, not just fit the client into the newest package. Simply, if it does not fit -- there is no client benefit beyond just "spots" -- no matter how hard you try to justify the package, it will not close! If you cannot show how it RING\$ the cash register, step back and start over BEFORE your face-to-face meeting.

After all, you want your second meeting to be the closer, not a restart because you wasted the first opportunity.

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**Success Comes From...**  
**The Courage to Create**  
**The Confidence to Commit**  
**The Cooperation to Complete**  
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