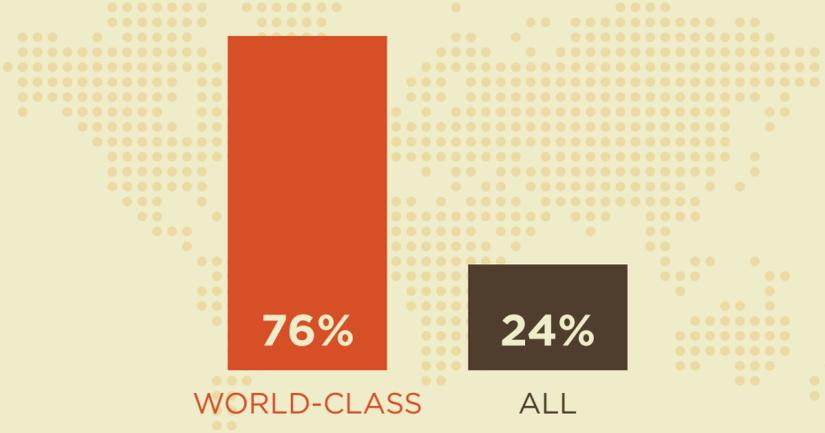


PRIORITIZING TIME SPENT WITH CUSTOMERS

ARE SALESPEOPLE SPENDING ENOUGH TIME WITH CUSTOMERS?

In an average week, our sales force definitely spends sufficient time with customers.



Death By Meeting

More than half of all respondents (53%) ranked Reports and Internal Meetings (not including one-to-one meetings) as what they spent most of their time doing when not with customers.

A full half-day—four and a half hours per week—is devoted to this activity. That adds up—to valuable time not spent with customers.

Note that the second-ranked activity keeping salespeople from their customers, Key Account Management, trailed Reports and Meetings by almost 36 percentage points.



THE ACTIVITIES KEEPING SALESPEOPLE FROM THEIR CUSTOMERS



- 53%** Reports and internal meetings (excluding one-to-one meetings)
- 17.3%** Key account management
- 11.2%** Planning and forecasting
- 6.4%** Account/territory reviews
- 3.8%** Contract negotiations
- 2.9%** Unscheduled meetings with sales manager
- 2.9%** Product training
- 1.3%** Regular one-to-one meetings with sales manager
- 1.0%** Personal professional development

MAKE THE TIME THAT IS SPENT WITH CUSTOMERS COUNT



Only 40% of sales organizations report that they clearly understand a customer's issues before proposing a solution, compared with 89% of World-Class Sales Organizations.

How to Be—or Remain—World Class

- **Discover the “why” behind the sales call.** There's always a reason: The customer wants to address a specific business challenge by purchasing your product or service.
- **Listen to the customer.** Sounds obvious but is an overlooked and underrated skill.
- **Lose the “pitch first, ask questions later” approach.** This type of salesperson only knows one story—fingers crossed that the customer likes it. The majority of these approaches fail in customer situations.
- **Earn the right to propose a solution to a customer.** This comes from:
 - ✓ Listening to the customer.
 - ✓ Gleaning the relevant information to understand the challenge.
 - ✓ Customizing a specific solution to how this customer will make the decision to buy—this time.

WAYS TO SHORTEN AND REDUCE MEETINGS (SINCE THEY AREN'T GOING AWAY)



Run meetings by the clock: Make sure meetings begin and end on time by having an impossible-to-miss, visibly ticking clock in the room (or an hourglass for dramatic effect).



Leave all devices at the door. Require that everyone come to the meeting mobile-less.



When all else fails and extreme measures are warranted, implement the stand-and-deliver meeting. Literally. Remove the chairs from a room and see how drastically the length of meetings drops.

Sources:

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