

Over the festive holidays I got talking with a young salesperson that sells hardware out of a super DIY store. His job is to be on the road most days, visiting building sites and converting builders, plumbers and such like into customers.

As we got talking I asked him, “What is your biggest frustration with your job right now”

Well he said “Writing up the orders” I laughed for a bit, but he didn’t. He was genuine, he found that the most frustrating part of his job.

The truth is that productivity is very critical to your success. I explained to him that if he could not do it himself or found it hard, then he better find someone who could help him.

Share the load

Productivity is so critical to your success. I wanted to make sure he saw this. I explained to

him as far as I'm concerned, you MUST be doing this to increase your productivity, no matter how small or large your business is.

What is it?

Get someone else to do it… Outsource it.

I knew a top biller on a TV network that outsourced everything except his one to one, face to face appointments.

Here are 3 tips to get you thinking about how you can share the load and focus on what you're good at.

Spend more time on what you love about your sales job – Many salespeople do not like do the paperwork. Get someone to do it for you. It's that simple. Doing up contracts and such like can be taught to someone.
Stop wasting time on time consuming tasks – Very similar to #1. If you dread doing something in your work, then that's a signal to delegate it. I learnt that a little while ago and it is so true, if you're about to do something that you do not want to do, guess what happens? You procrastinate. So, therefore delegate it.
Have more free time to spend with your friends and family – We all want time with our friends and family, don't we? Outsourcing the tasks that free up spare time, it potentially allows you to be happy and organised. Do you want that?
As the year unfolds and you think about your workload, maybe also think about what you dread every day and delegate.

Whatever career you decide to take in sales, it's always good to get some help.

That's why you can get FREE in your inbox every morning for 7 days; the 7 Day Sale Challenge.

Hop on over here and subscribe.

For more content like this, please make sure to subscribe to my YouTube channel.



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his How to Hire A Super Salesperson Each and Every time – It's packed with tips and ideas on how to hire great salespeople. Don't ever Hire Bad Salespeople Ever Again. Promise!