Don’t put off your sales goals. A week is all it takes to get serious about improving your sales. Here’s how:

### Sunday

Set aside half an hour on Sunday night to plan your week. Establish the six most important things you want to achieve and write them down. That one simple act will do wonders for your sales. Your week is planned and you have some clear goals to achieve. Planning to prospect, make more appointments to see more people, talk about their issues and problems is the best way to fast track your sales.
Action = Results

### Monday

Are you making sure you have your first appointment this morning at 9am- 9.30am? It’s great sometimes to get straight out of the block and get talking to your clients first thing. Do that right now.

### Tuesday

When you’re trapped at your desk or even having call reluctance, write five thank you cards to your clients. If you do that first thing, you actually feel great and grateful at the same time. The simple art of thinking about how grateful you are for your clients gets you motivated to go out and get some more. Plan a thank-you day once a week.

### Wednesday

Go to the gym – yes, even if it is once a week, go to the gym and think about nothing else. All of a sudden, you might just get that idea that you have been struggling with, or a solution to a client’s problem. The thing about getting “away” is that it distracts you and allows your mind to discover solutions.

### Thursday

Do four service calls today with one goal in mind: Testimonials. Last week, through one of my private clients, I got four testimonials and one LinkedIn recommendation, just by sending my

feedback form. It works, and should always be asked for, after a successful call. At Mikebrunel.com we have a simple testimonial form you can use for free. Just email me (email at bottom of article).

### Friday

Plan down. In sports it's known as cool down. Spend some time to reflect on what you have achieved this week. Tick off the goals, the time you have spent building your direct media sales business.

The key here is to reflect. Use some time on a Friday to do that. Also, think about the next week. This is also the time to plan Monday.

Do you have any appointments? If you are a manager, have you planned your sales meeting? Is the agenda in the hands of the sales people yet? Do they know what is going to be discussed?

Have you spent some time today to prospect, and set up a few new clients to visit next week?

### Saturday

Walk your dog, spend time with your family, do your favourite things. This is your time, the moments you can reflect on your work. Balance is a very important trait that I both notice and admire, with great direct media sales people. They are either in the community in some sort of way, or family orientated. They are always trying to find the balance in this crazy shifting landscape that is sales.

Email Mike@mikebrunel.com for a free testimonial form.

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.

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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!