

Achieving Your
Vision for Success

BUILDING YOUR IDEAL
SALES CALENDAR:
**MAXIMIZE YOUR
TIME AND INCREASE
YOUR SALES**





MAXIMIZE YOUR TIME AND INCREASE YOUR SALES

We all know that time management is key in sales, and that's why we've put together a step-by-step plan of action for building your ideal sales calendar.

In this document, we'll guide you through identifying the ideal sales activities for your role, mapping out your ideal sales week, and optimizing your sales calendar based on best practices for time management and productivity.

By following this plan, you'll be able to prioritize your activities, schedule them in advance, track your progress toward your sales goals, and continuously improve your sales performance.



UNDERSTANDING THE IMPORTANCE OF TIME MANAGEMENT

Effective time management is crucial in sales and has a significant impact on your sales performance.

IDENTIFYING SALES ACTIVITIES

To build your ideal sales calendar, it's important to identify the ideal sales activities for your specific sales role. Ideal sales activities are activities that primarily create new business opportunities and deepen business relationships in order to produce revenue.

MAPPING OUT A SALES CALENDAR

Utilizing an easy and effective tool to map out your ideal sales week keeps your productivity in front of you. It's important to be realistic with your time allocation and consider external factors that may get in the way.



OPTIMIZING THE SALES CALENDAR

There are many best practices for optimizing a sales calendar. You must also continually reflect on your experiences and identify areas where you can improve your time management and productivity. As you review your sales calendar, consider how you can apply these best practices to make the most of your time.

**NOW YOU NEED
A PLAN OF ACTION**





HERE'S A STEP-BY-STEP GUIDE TO PUTTING "BUILDING YOUR IDEAL SALES CALENDAR" INTO ACTION:

STEP 1

REFLECT ON YOUR EXPERIENCES AND CHALLENGES WITH TIME MANAGEMENT.

Reflect on your experiences and identify areas where you can improve your time management and productivity.

- What has worked well to produce consistently and effectively?
- What has not worked? Why have these things not worked?
- What needs to be added to your workflow?
- What needs to be removed?

STEP 2

IDENTIFY THE IDEAL SALES ACTIVITIES FOR YOUR ROLE.

Best practices for optimizing a sales calendar include:

- Batch processing, time blocking, and delegating tasks.

Ideal sales activities include:

- Lead generation
- New business meetings
- Sales calls and presentations
- Networking events



STEP 3

MAP OUT YOUR IDEAL SALES WEEK.

Using a spreadsheet or software, create a sales calendar and map out your ideal sales week.

- Assign time blocks for each sales activity
- Prioritize your activities (remember, revenue first)
- Consider external factors that may hinder revenue generation such as commute time, breaks, admin tasks, and emergencies.

STEP 4

REVIEW AND OPTIMIZE YOUR SALES CALENDAR.

Review your sales calendar and optimize it based on best practices for time management and productivity.

- What do you do well that generates more revenue? Do more of it.
- What hinders your ability to generate more revenue? Do less of it.

STEP 5

SHARE YOUR SALES CALENDAR WITH YOUR TEAM, MANAGER, OR A COACH.

Share your sales calendar with your team, manager, or coach for feedback and alignment.

- Welcome feedback.
- What do they see that you could add to your week?
- What do they see that you could eliminate from your week?



STEP 6

SCHEDULE YOUR ACTIVITIES IN ADVANCE.

Schedule your activities in advance, either in your calendar software or through a task management tool.

- Plan your calendar one week ahead.
- Create time for everything you want to get done.
- If it's on the calendar, it gets done because it's valuable.

STEP 7

TRACK YOUR PROGRESS TOWARDS YOUR SALES GOALS.

Track your progress towards your sales goals and adjust your calendar accordingly.

- Review your metrics each Friday.
- Positive metrics should be multiplied through future planning.
- Negative metrics should be corrected through future planning.

STEP 8

REFLECT ON YOUR EXPERIENCE AND SHARE YOUR INSIGHTS AND LEARNINGS.

Reflect on your experience with the sales calendar and share your insights and learnings with your team, manager, or coach.

- What worked? How can you do more of it?
- What didn't work? How can you change that?

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Are.