


The Salesforce logo, consisting of the word "salesforce" in a white, lowercase, sans-serif font, is positioned inside a blue, cloud-like shape in the top right corner of the image.

salesforce

# SECRETS OF THE MOST PRODUCTIVE SALESPEOPLE

LEARN HOW TO REACH YOUR  
PEAK SALES PERFORMANCE



As competition increases in nearly every industry, it has become more important than ever for sales professionals to be at the top of their game. This has created an obsession with enhancing productivity and reaching peak performance levels every day. However, productivity is far from a one-size-fits-all concept. In the following pages, you'll get a glimpse at the productivity habits of some of the leading thought leaders in the sales industry. Maybe you'll adopt Mark Hunter's habit of laying out your objectives for the week every Saturday, or Deborah Sweeney's daily practice of meditation to help her stay focused. Try some of the ideas in this e-book for yourself and find a routine that keeps you at peak sales performance!

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Mark Hunter



Anthony Iannarino



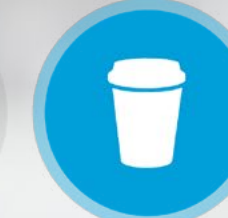
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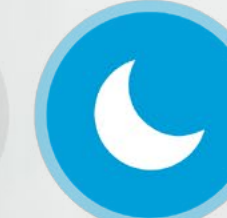
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Technology & Productivity



Michael Gerard



Rajat Paharia



#1

“You have to have a deep interest in what you do and enjoy it”

“Chasing productivity is always a challenge, as I’m always trying to find a better way to do anything and everything. Over the years, I’ve tried nearly every productivity tool – even buying a few along the way – and the vast majority have had little lasting effect on me. For me, my productivity is tied incredibly close to my motivation. When my motivation is high, my productivity is amazing. On the flip side, if I’m not motivated, my work can slow to a crawl, which obviously is painful. Fortunately, I have learned ways to keep myself motivated most of the time. And honestly, I love what I do. I think that is also key to productivity. You have to have a deep interest in what you do and enjoy it, even when the schedule is crazy and demands a lot of productivity.”



**MARK**  
**HUNTER**

Speaker and Author of *High-Profit Selling*



**Time You Wake Up:**

**5:30 AM**



**Morning Routine:**

I travel in excess of 200 days per year, so I hate to say it, but there is rarely a routine.



**How do you structure your day?**

Each weekend I lay out my objectives for the week. I do try to structure by day, but I don't hold myself hostage to feeling guilty if by chance I don't complete a certain item on a certain day.



**Productivity Tools:**

The best productivity tool is my iPhone 5 and the ability to create a Wi-Fi hotspot to which I can connect my laptop virtually anywhere.



**Productivity Tip/Trick:**

Coffee and lots of it!



**Time You Go to Bed:**

**11:00 PM**

#2

# “Your job isn’t your work.”

“Your job isn’t your work. The difference that you make is your work. The contribution that you make is your work. Do meaningful work. Avoid distractions.”

## ANTHONY IANNARINO

Author, Speaker, and Entrepreneur



### The illusion of work-life balance.

As our lives become more and more hectic, the concept of creating a balance between life and work can be an appealing one. However, technology has made it virtually impossible for us to completely disconnect and the results of a recent internal survey conducted by Google, titled gDNA, indicate that a work-life balance may not be possible at all.

#### ▶ Segmenters

Of the Google employees surveyed, 31% classified themselves as “segmenters,” or those with the ability to completely separate their work and personal lives.

#### ▶ Integrators

The remaining 69% of respondents classified themselves as “integrators,” or those that do not segment their lives into work and personal categories. Of this 69%, over half reported a desire to become more of a segmenter.

Time You Wake Up:



4:45 AM

Morning Routine:



I write first thing in the morning. I have found that my brain is better for writing when it is as clean as the white piece of paper on my screen.

How do you structure your day?



I mainly focus on obtaining three big outcomes that move me closer to my three biggest goals.

Productivity Tools:



The best task manager in the known universe is Omnifocus.

Productivity Tip/Trick:



Weekly review and planning. I capture everything I need to do for the coming week on Saturdays, and I plan my upcoming week on Sundays.

Time You Go to Bed:



10:00 PM

#3

## “Do what’s closest to cash every day”

“My personal motto: Do what’s closest to cash every day. ‘Closest to cash’ means following up on leads and prospecting through referrals. It means making a phone call, sending a personalized email, creating a proposal (not fun, but important), reconnecting with people, and attending regular networking events to expand my connections.

Do I check email and social media? Of course. But technology doesn’t power my sales. Relationships do.

Sales is not about what we do. It’s the results we get that matter. That’s why building relationships with prospects and caring for current clients always takes priority over checking email and updating social media accounts. After all, it’s people, not tweets, that seal the deal.”

**JOANNE  
BLACK**

Founder of No More Cold Calling



**Time You  
Wake Up:**



**6:30 AM**

**Morning Routine:**



Coffee, breakfast, exercise (sometimes).

**How do you  
structure your day?**



Check email and social media for 20 minutes, prepare for scheduled calls and meetings, follow up with prospects and clients, write articles and blogs, spend a little more time on email and social media.

**Productivity Tools:**



CRM to track downloads and initiate auto-responders, Buffer App to schedule posts on LinkedIn, Facebook, and Twitter.

**Productivity  
Tip/Trick:**



I do the most important tasks in the morning, which is when I’m most creative and productive.

**Time You  
Go to Bed:**



**11:00 PM**

#4

“Life is short, work with people you enjoy.”



“Life is short, work with people you enjoy. That and relationships are at the heart of everything.”

I think a lot about how I work, how to do it more effectively and efficiently (including a best practices guide on productivity & work/life balance), so I wanted to add my take on the typical questions.”

**MATT  
HEINZ**

President at Heinz Marketing

### Feeling overwhelmed?

Try these quick tricks to clear your head:

▶ **Write everything down**

Having your thoughts on paper frees your brain to focus energy elsewhere.

▶ **Prioritize tasks**

Stop focusing on 100 things and start focusing on what really matters.



**Time You Wake Up:**

**5:30 AM**



**Morning Routine:**

Get coffee, and be ready for the kids when they wake up.



**How do you structure your day?**

I live in Kirkland, Washington and work in Redmond, Washington (about 20 minutes in the morning, 30 in the afternoon). I'm in Salesforce every day managing short-term prospects as well as our inbound leads.



**Productivity Tools:**

Outlook Tasks is my core organizational system. We use Salesforce for contact and pipeline management.



**Productivity Tip/Trick:**

Capture and triage every idea or task. This frees my brain to think about the task at hand or the next idea. I swear, this is the single most important element for me to stay productive.



**Time You Go to Bed:**

**10:00 PM**

#5

# “Sometimes you can slow down and actually accomplish more.”

“I believe that productivity is critical, but you should not spend all your energy just being busy 100% of the time. This will make you crazy. Take a deep breath, step away and regroup at times. People often perceive productivity as go-go-go. Sometimes, you can slow down and actually accomplish more. By staying organized and focused, you can often get more done than working frantically. Taking a break or a run, or spending some time away from the grind can actually help you focus on the right things. Rather than doing everything as quickly as possible, uncover

those things that are your highest and best use and do more of that. It’s like a personal ROI. Being productive involves doing those things that give you the highest return on investment. Taking the time to understand and do those things is critical to ultimate success.”

**DEBORAH  
SWEENEY**

CEO of MyCorporation



Time You  
Wake Up:



**5:30 AM**

Morning Routine:



I head down to spin and check my morning email, then up to get ready and get the kids off to school. I drop them off at 7:50 and drive 5 minutes to my office.

How do you  
structure your day?



I look at my 'to do' list, which I have formulated the night prior. I evaluate if anything needs to be adjusted and then I go. I usually take a mid-morning break for my morning coffee.

Productivity Tools:



I keep a list, I meditate for focus, I exercise for energy and I try to really stay on task.

Productivity  
Tip/Trick:



I meditate. It gives my mind time to let go and re-focus.

Time You  
Go to Bed:



**10:30 PM**

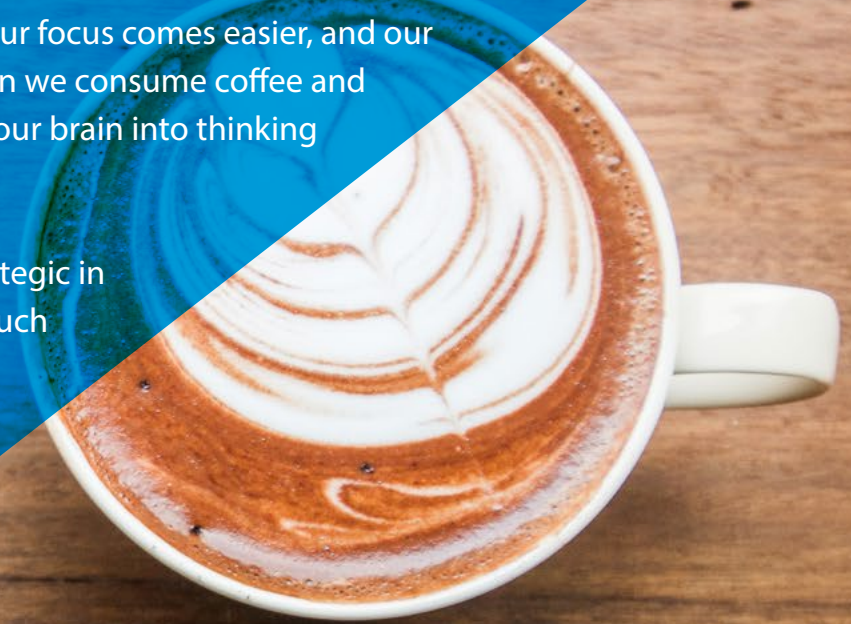


# Is coffee good for your productivity?

For millions of people, coffee has become a daily ritual. And that ritual is well founded. We are all familiar with the feel we get from our morning cup of coffee. Our mind feels sharper, our focus comes easier, and our words flow effortlessly. But what is actually happening to our body's when we consume coffee and is it in fact good for our productivity? The caffeine is essentially tricking your brain into thinking you have more energy and focus.

While this effect has obvious benefits to productivity, you need to be strategic in the amount of coffee you consume and at what times. Consuming too much coffee can cause an overstimulation of your brain, making you feel jittery and making it harder to focus. This overstimulation can also cause your mind to crash once your brain realizes it has been tricked.

Also, consuming your coffee first thing in the morning may not be most beneficial. Immediately after waking is when your body feels most alert and your energy levels are highest. Shifting your first cup later in the morning, when your energy starts to dip can have a more positive impact on your productivity levels.



## 50%

Half of the influencers in this e-book listed coffee as part of their morning routine or productivity strategy.

## 200-400<sub>MG</sub>

According to the developers behind mobile app *Coffee Zone*, this is the ideal amount of caffeine, about 2 cups, to achieve peak performance levels.

#6

“A leader’s productivity is measured by the aggregate productivity of their team.”

“Productivity, as a leader isn’t an individual set of statistics. A leader’s productivity is measured by the aggregate productivity of their team. If they crank, then you’ve done your job. Rest easy and relax.”

**PETE**  
**GRACEY**

President at AG Salesworks



Time You Wake Up:

**6:30 AM**



Morning Routine:

Walk the dog, feed my kids, drink coffee, get the kids to school, drink more coffee on way to work.



How do you structure your day?

At 10:00 AM, I have a very productive 3 hours of actual work until 1pm when I take a break and eat. Afternoon’s are reserved for selling and meetings with my team.



Productivity Tools:

Evernote and long-term employees who have become extremely comfortable holding me accountable to all the things on my to-do list.



Productivity Tip/Trick:

DON'T Multi-Task. It doesn't work.



Time You Go to Bed:

**11:00 PM**

#7

“Connect with people who both agree and disagree with you.”

“To be productive you must read widely from different sources, connect with people who both agree and disagree with you, invite challenge, stretch yourself out of your comfort zone, work with some (but not absolute) structure, allow room for reading, thinking and walking and discard most tips from other people on how to be more productive - work with your own rhythm if possible - which changes all the time.”

DIONNE  
**KASIAN-LEW**

CEO Social Executive, Speaker, and Author



Time You  
Wake Up:



**6:00 AM**

Morning Routine:



When I am disciplined I wake at 6 and go walking, then have coffee with my husband at a favorite cafe.

How do you  
structure your day?



I have two primary needs - input & output. If this balance isn't right - I am less productive.

Productivity Tools:



If I am stuck on a strategy - I walk. If I am trying to bring a complex idea together - I walk.

Productivity  
Tip/Trick:



Go walking.

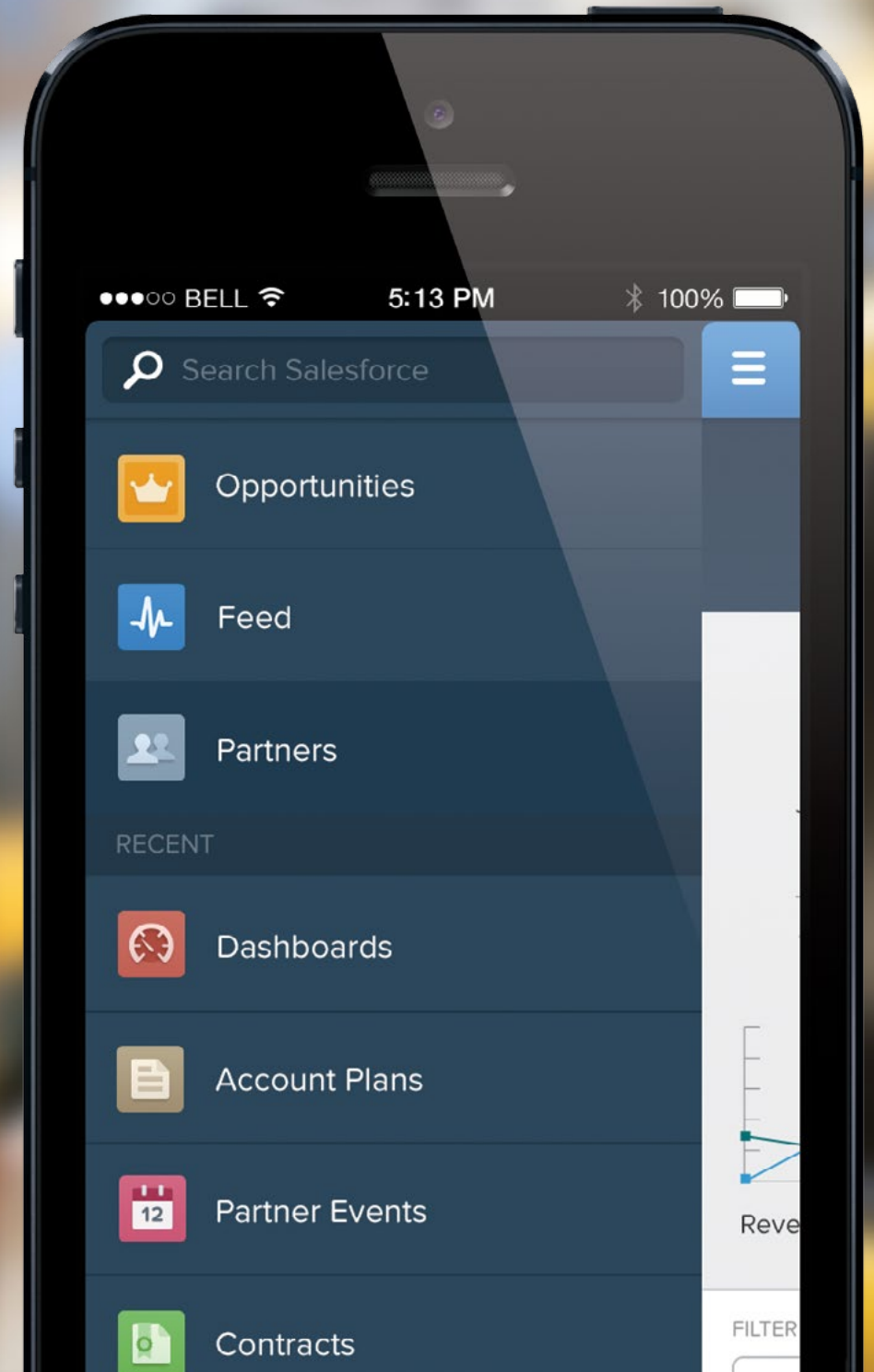
Time You  
Go to Bed:



**10:00 PM**

# Take an interactive guided tour.

Learn how a sales manager and sales rep use Salesforce to manage their day. This interactive tour guides you through the different capabilities of Salesforce. Experience the world's #1 CRM app today.



# #8

## “Productivity = Follow Your Energy”

“Prioritization of tasks is no longer a privilege... There are always too many things to do, all of which are important and urgent. So I have 2 pieces of advice for increased productivity:

- 1) If something is not a MUST-do, then take it off your list. It will never get done. #10 on the list never moves up, it just languishes guiltily behind an ever-changing 1 through 9.
- 2) If you want to be truly productive, then first do the task that interests you the most... even if it's #9 on the list. You'll have the most energy for it, and you'll do it the quickest and best. Then move around your list, ticking off

the items that you're the most motivated to do. You'll never waste more time than attempting a task that is neither urgent nor interesting, even if it's a top 'priority.' And you'll never do anything as well as something that you're actually interested to do. Trust me on this one... Follow your energy. (And avoid electronic distractions for large chunks of time.)”

**JASON  
JORDAN**

Partner at Vantage Point Performance



### Time You Wake Up:



I just try to make it out of bed before I look like a slacker to my kids.

### Morning Routine:



Grab cell phone for a quick scan of e-mail, acquire caffeine, acquire laptop, mentally map the upcoming day.

### How do you structure your day?



I structure my day around conference calls. I try to cluster phone calls so there are uninterrupted windows of time.

### Productivity Tools:



My favorite productivity tool is a spacious seat on an airplane. Time away from the Internet and cell phone towers is priceless.

### Productivity Tip/Trick:



Avoid electronic distractions for large chunks of time. The Internet is a treacherous killer masquerading as a seductive lover.

### Time You Go to Bed:



I generally just reverse-engineer my nightcap from the time I have to wake up the next morning. Minimum 5 hours, maximum 10.

#9

“Life is short and there’s so much incredible stuff to do.”

“Life is short and there’s so much incredible stuff to do, experience and live. And it’s definitely not worth waiting around to get to any of it. Achieving things you never thought you could makes life an absolute blast.”

**STU**  
**HEINECKE**

Founder & President of CartoonLink



Time You Wake Up:

**5:00 AM**



Morning Routine:

Walk the dog for 3 miles, then breakfast, then into the studio.



How do you structure your day?

Daily list, broken into segments for calls/ appointments, client work, business development and creative work.



Productivity Tools:

No secrets or shortcuts here, I’m afraid.



Productivity Tip/Trick:

Every morning, I use a form of self-hypnosis to get centered, focused on my goals and excited about what I’m doing and how I will overcome obstacles.



Time You Go to Bed:

**9:30 PM**

#10

# “Productivity is all about ‘Me-Management’”

“My productivity philosophy is much like my sales coaching: simple, blunt and practical. My time is mine; don’t touch it. Keep your calendar invites to yourself unless I ask you for one. (As an aside: the larger the company, the worse the calendar invite problem/game seems to be. It’s out of control, robbing sales producer’s time and killing results. If I was king, I’d ban unsolicited calendar invites). Productivity is all about “Me-Management” and deciding how and where to invest your time. The more you control your calendar, the more you affect your performance.”

**MIKE  
WEINBERG**

Author, Founder of The New Sales Coach



Time You Wake Up:



**5:30 AM**

Morning Routine:



I've been working to refine mine: more water, more exercise, more protein, more reading and more content development.

How do you structure your day?



There is no normal day between travel, coaching, consulting, speaking and content creation, and 3 busy teenage kids.

Productivity Tools:



I added a virtual assistant in mid-2013 and it's been life-changing and life-giving.

Productivity Tip/Trick:



Proactive Time-Blocking — making appointments with myself to tackle important, non-urgent, high-value activity.

Time You Go to Bed:



**11:00 PM**

#11

## “Always be prepared.”

“Always be prepared. Why might this buyer find a call from me to be helpful + timely? Always be buyer-focused. Their reason for conversing with me relates to their issues, not my capabilities. Always be disciplined. Discipline creates the chance to detect, in patterns, what’s working and what isn’t. Always be risk-transferring. Be so helpful and organized that, across several touches, that risk is transferred to the buyer. Always be timely. Those who take the time to be timely will win more buyer conversations than their peers. Always be curious. The better you understand them, the higher the odds they’ll understand your potential value to them. Always be testing. What’s tested gets measured. What’s measured can be improved. Always be learning. Productivity is perfected with practice, knowingly done well. Speed with which what’s working is clear dictates the speed with which my productivity improves. Analytics that gauge performance “at speed” matter.

**JOHN**  
**COUSINEAU**

CEO of Innovative Information inc.



Time You Wake Up:

**6:00 AM**



Morning Routine:

Read two newspapers over breakfast. Walk to work. Brew fresh coffee. Then get at 'it'.



How do you structure your day?

a/ first third = conversations with customers  
b/ middle third = the business  
c/ last third = conversations with prospects



Productivity Tools:

Linkedin, InsideView, Data.com, AMACUS  
Skype, GoToMeeting, SMS, cell phone.



Productivity Tip/Trick:

Always be helping. Everyone I interact with. Beyond their expectations.



Time You Go to Bed:

**10:00 PM**



# How you sleep can effect how you work



On average, you will probably spend 24 years of your life sleeping. It's amazing then that most of our knowledge about sleep is based on hearsay. "What's there to know" you ask? You should be getting 8-hours a night, right? Actually, no.

Recent research indicates that between 6.5 - 7.5 hours is the optimal sleep time if you want to be at peak performance. While this range is certainly not a one-size-fits-all situation, studies find that getting any less or any more than this ideal range can impact your performance.

What about the productivity junkies that boast about only needing 4 hours a night? Well, they're only half right. Research indicates that while sleep deprived individuals can perform specific tasks adequately, their ability to stay focused is dangerously diminished. Once their mind wanders, they lack the power to reign their attention back in.

So how can you get better sleep? Having a routine or ritual before bed can help train your body to fall asleep easier and at the right time.

**6.5-7.5 HOURS**

According to renowned sleep expert Daniel Kripke, this is the ideal amount of sleep to get each night. Any less or any more could negatively effect productivity.

**7.2 HOURS**

This is the average amount of sleep reported by the influencers that contributed to this e-book.

# #12

## “I love the idea of condensing a work week into 4 or 4.5 days.”

“I prefer to work in highly focused bursts, versus long drawn out days. I am a fan of quality over quantity. I would prefer to have a highly productive 5 hour day as opposed to a relatively productive 12 hour day, using the time saved to spend reading, walking with my dogs, or doing something with my family. I love the idea of condensing a work week into 4 or 4.5 days and taking the additional time to recharge.”

### Three ways to avoid burnout

▶ **Say “no”**

It’s OK to refuse projects. You should take protecting your time seriously.

▶ **Downtime**

Make a point to schedule downtime and make it part of your daily routine.

▶ **Track Progress**

Burnout is a actually a symptom of feeling like you haven’t accomplished anything. Track your progress.

# PAUL ALVES

Co-founder and CEO of AG Salesworks



#### Time You Wake Up:



## 6:30 AM

#### Morning Routine:



Have a Whole Foods greens drink, spend 30 minutes reading something inspirational/ educational, run my dogs on the beach for 45 minutes, eat breakfast, & check email.

#### How do you structure your day?



I touch base with my team to ensure we are on track with key initiatives. The remainder of a typical day will be split between internal and external meetings.

#### Productivity Tools:



Evernote to keep my notes and content organized.

#### Productivity Tip/Trick:



I find filling my calendar with blocks with very specific focus helps a great deal.

#### Time You Go to Bed:



## 10:00 PM

# #13

## “Focus on one thing at a time.”

“Focusing on accomplishing one task at a time is a philosophy I have intellectually embraced, but have not perfected. I notice that when I keep my focus on one task, I’ll actually complete it instead of getting distracted by the other tasks that are flitting about in the periphery of my mind. The quality of my work on that particular task I’m focusing on is also higher. However, as we are all inundated

with so many opportunities to touch and be touched information-wise, with the additional pressure of being in sales and not wanting to lose sight of any and all sales opportunities, it’s a struggle to stay focused. Living my “one task at a time” philosophy is a work in progress!”

**ALICE  
MYERHOFF**

Author and Business Development Executive



### Time You Wake Up:



**6:00 AM**

### Morning Routine:



1. Brush teeth immediately
2. Make coffee
3. Turn on phone
4. Check email
5. Meditate (on good days)
6. Get the kids ready for school

### How do you structure your day?



I like to be extra responsive to sales conversations so I’m generally tracking email all day long.

### Productivity Tools:



Evernote, Dropbox & my CRM are lifesavers for me. I also keep a hand written to do list in an ongoing notebook where I also write meeting notes.

### Productivity Tip/Trick:



Listen to Mozart when doing projects that require deeper thought.

### Time You Go to Bed:



**9:30 PM**

#14

“Do what I hate first, and what I love last.”

“Always start the day in CRM and stay there!!! Have the discipline and consistency to do what I hate first, and what I love last while being a slave to my calendar, task list and pipeline.”

DAVE  
KURLAN

Speaker, Author, Sales Development Expert



## How to maintain your focus.

The hardest part of staying productive is keeping yourself focused. Here are three things that can help you keep your mind on the task at hand.

### ▶ Stop multi-tasking

More and more studies are finding that multi-tasking does more harm than good. Focus on one task at a time and avoid thinking about other projects.

### ▶ Make productivity a habit

Your mind craves routine. Make productivity a habit by scheduling your major tasks at the same time each day. After a week, your mind will automatically be prepared to do work at the allotted time.

### ▶ Minimize distractions

This may seem obvious, but it is extraordinarily hard with our always-on, always-connected lifestyles. Make time to disconnect from all notifications, technology, and email.

Time You Wake Up:



5:00 AM

Morning Routine:



Work until 6:30 AM catching up on international emails from overnight and writing an article for the blog.

How do you structure your day?



Appointments and meetings are color coded in the calendar. Revenue generation gets green, my activities get blue, client meetings are orange, meetings with my channel are gray.

Productivity Tools:



Google Calendar and Wunderlist for task management both sync across all my various devices.

Productivity Tip/Trick:



I have an action folder for emails that I must do.

Time You Go to Bed:



10:00 PM

#15

“I am not attached to being perfect but more attached to making something happen.”

“I like to take enough time out to think through and clarify my goals so they feel right—and when they do, that gives me the juice to keep going.”

### Your body needs a break

▶ **90 minute cycles**

Your body is designed for cycles of productivity. You can only concentrate for 90 minutes or so on a given task before your mind needs to take a break and refresh.

▶ **Stimulate the brain**

Stepping away from your desk every 90 minutes increases blood flow and oxygen to the brain, allowing you to refresh and refocus your mind.

**JOSIANE  
FEIGON**

President, TeleSmart Communications



**Time You Wake Up:**



**6:30 AM**

**Morning Routine:**



I start by drinking my coconut water and do some type of exercise.

**How do you structure your day?**



If I'm working in the office, I usually work 10-hour days in the office.

**Productivity Tools:**



LinkedIn for outreach and to keep up with peers.

**Productivity Tip/Trick:**



I'm a big list-writer. I've been known to refresh it 3x a day—it works, I get a lot done.

**Time You Go to Bed:**



**11:30 PM**

#16

# “You can always do more than you think you can do...”

“Being more productive is something that we all think about. There’s only so much time in the day so getting things done is about quality and quantity. The quantity of your time is fixed, so quality is ultimately what matters. Productivity and organization and planning combine to make you a superstar.

If you don’t have a routine, then create one. Wake up and get busy getting things done.”



## DAN WALDSCHMIDT

Speaker, Author, Managing Partner at Waldschmidt Partners

Time You Wake Up:



5:45 AM

Morning Routine:



Not really...

How do you structure your day?



No set structure. Each day is built around specific goals that we want to achieve.

Productivity Tools:



Boomerang — It’s an add-in for Gmail and Outlook that reminds me of what emails I have sent that have not been replied to yet.

Productivity Tip/Trick:



Add everything to a “To Do” list -- as soon as you think of it.

Time You Go to Bed:



12:00 AM

#17

“It’s not productive unless it adds value to the organization.”



“Once you frame productivity as adding value to the business, you can be more careful and ruthless about what or what not to do. Sometimes you have to interrupt your plan to add a lot of value in the short term. Other times you’ll turn down opportunities that would add a little value in the short term, but disrupt a plan that adds tons of value over the long term. It all comes down to value, and that makes prioritizing a fairly simple equation.”

**JESSE  
NOYES**

Sr. Director of Content Marketing at Kapost



**Time You Wake Up:**

**5:30 AM**



**Morning Routine:**

Because I now live just outside the mountains, I usually decide to do a 2-mile walk to work rather than drive or take the bus.



**How do you structure your day?**

I like to sandwich all meetings and calls for the middle of the day. This sandwich approach allows me to focus where I need to focus, rather than worry about what I still need to get done.



**Productivity Tools:**

Kapost and Evernote. Using Kapost just keeps workflows, reports and calendars central and easy-to-navigate for me.



**Productivity Tip/Trick:**

At the end of the workday, carve out 10 minutes - even if you just want to get out of there - to jot down a to-do list for the next day.



**Time You Go to Bed:**

**10:00 PM**

# Exercise helps keep your brain in shape

Everyone knows that a daily workout is a great way to keep your body in shape, but it's also a great way to keep your mind at peak performance as well.

According to a recent study from the International Journal of Workplace Health Management, people who exercise during their workday were 23% more productive on those days than days on which they did not exercise.

Even better, a study published in Brain and Cognition found that after just 30 minutes of mild physical activity, subjects could complete a cognitive test faster than they could before exercising, and that positive effect lasts up to an hour after the activity.

Finding time for a morning run can help you hit the ground running when you get into the office and working exercise into your daily lunch break can help prevent the mid-afternoon productivity slump.





#18

# “Calendar your week days, and whiteboard your weekends.”



“My wife April and I have a condo in Atlanta and a house in Florida. Every Friday after work, we plot out our weekend on big physical whiteboards that we keep in our home office. This allows us to do all the fun activities, sports, and chores we want but to sprinkle in reading, writing, and a little work as needed.”

## KYLE PORTER

Founder and CEO of Salesloft

### Stay productive while working from home.

More and more often, companies are allowing employees to work from home. If you find yourself working from home, here are three tips that can help you stay focused and productive.

#### ▶ Separate your work area

Allow your brain to separate between work and home life by creating a designated area for working that is separate from where you relax.

#### ▶ Stick to a schedule

Hold yourself accountable to a strict working schedule. If you allow your mind or activity to wander to television or other distractions, you could be creating bad habits that are hard to break.

#### ▶ Stay connected to the office

While creating distraction free time throughout the day is essential to getting things done, make it easy for your team to get ahold of you so you feel like you are still part of a team.

Time You Wake Up:



7:00 AM

Morning Routine:



I read. I use Digg Reader to consume my 20 favorite sales blogs. I receive a handful of information alerts via email.

How do you structure your day?



Aggressive calendar usage & inbox zero.

Productivity Tools:



I'm a Google fiend, Cal, Docs, Mail, etc. I love Chrome extensions and have recently gotten into text acceleration via a Mac app called aText.

Productivity Tip/Trick:



I manage “Email Like a Boss” and plow through Kindle books like a machine.

Time You Go to Bed:



11:00 PM

#19

# “Figure out what your hourly rate is and compare everything you’re doing to that.”

“Figure out what your hourly rate is and compare everything you’re doing to that rate and ask if it’s worth the time. Say you make (or want to make) \$200k/year. If you use 48 workable weeks in a year and 40 hours in a week then you come to a rough hourly rate of \$100. Now, whenever you’re doing something you should ask yourself – is this worth \$100/hour? If it’s not and you can have someone or something do it for cheaper then have someone or something do it for cheaper. There are so many resources you can outsource things too these days it’s ridiculous. Find the highest value activity for you to do and focus on that. Finally, what helps

you set your goals is having a clear understanding of what your priorities are and if you have a boss, understanding what theirs are and how yours align. If you have a clear understanding of your priorities then you can set goals that align with them and stay focused to achieve them.”



**JOHN**  
**BARROWS**

Sales Trainer

Time You Wake Up:

Morning Routine:

How do you structure your day?

Productivity Tools:

Productivity Tip/Trick:

Time You Go to Bed:

6:00 AM

I get up, shower/shave/etc., get my Dunkin Donuts large regular coffee with cream and one sugar.

I try to do things in one hour chunks. I'll do one hour of prospecting, then one hour of researching, then one hour of follow up and one hour of preparing for presentations.

Evernote is where I take all my notes. InsideView, Gagein, Feedly, Facebook, and Twitter are where I find all the information I need to prospect.

My favorite productivity tip is SMART goal setting.

12:00 AM

#20

“The busier I am, the less productive I will be.”

“I really like this quote from Abraham Lincoln: ‘If I had six hours to chop down a tree, I’d spend the first four sharpening the ax.’

Productivity is all about getting things done. When I feel crazy-busy, it’s usually because I’m trying to juggle too many tasks at once. It may feel like I’m doing a lot, but the truth is usually that each individual task takes longer and I’m more likely to make errors.”

**JEFF  
TOISTER**

President of Toister Performance Solutions



**Time You Wake Up:**

**6:30 AM**



**Morning Routine:**

if I step back and really look at when I’m most productive, it’s those days when I was physically active before sitting down at my desk with a cup of coffee.



**How do you structure your day?**

I try to structure my day around my natural energy for certain types of tasks. Doing a task at the wrong time of day can make that task take two or three times as long.



**Productivity Tools:**

My iPhone is my most important productivity tool, but not necessarily the way people might think. I constantly use it to get stuff out of my head and into my system - my calendar, my reminder list, and various notes I keep.



**Productivity Tip/Trick:**

Go for a hike because it’s physically and mentally refreshing.



**Time You Go to Bed:**

**11:00 PM**

#21

“My philosophy is to eliminate wasteful activity from my day.”

“My productivity philosophy is to eliminate wasteful activity from my day. The goal is to maximize my Return on Time invested (ROT) in everything I do. If something isn't yielding a high ROT, then I simply stop doing it or pass it off to someone else. Every salesperson should keep this in mind to increase their productivity—and every company should encourage their salespeople not to waste time on low-ROT activities.”

**MARC**  
**WAYSHAK**

Author of *Game Plan Selling*



Time You Wake Up:

**7:00 AM**



Morning Routine:

The end of your day is more important than the beginning. At the end of each day, I plan the next one. I look at the appointments I have and assign a time-value to each of them.



How do you structure your day?

I spend the first hour at the office prospecting high-level decision makers. After that, I simply follow my plan for the day, which I put together the evening before.



Productivity Tools:

Salesforce is a must for keeping track of my appointments and tasks.



Productivity Tip/Trick:

Find a virtual assistant through Elance.com or Odesk.com and let your assistant do the dirty work.



Time You Go to Bed:

**10:30 PM**

#22

# “People pack calendars with way too much.”

“I think time and planning are enormously underrated and underappreciated. In business, particularly with technology businesses, there tends to be a macho attitude around “activity.” People pack calendars with way too much, they multitask, they get easily distracted doing the urgent, yet accomplishing nothing important. While they have been busy, they actually accomplish very little. Blocking time to think (including reading non-business stuff), reflect, and plan is the cornerstone to effectiveness and productivity. It enables us to identify what’s important, to minimize distractions, and to achieve much more.”

**DAVE  
BROCK**

Speaker and Sales Coach



Time You Wake Up:



**4:30 AM**

Morning Routine:



First off, a cup of coffee. Then a new blog post, quick updates of social media feeds, generally about an hour. If I don't have calls scheduled, it's on to email.

How do you structure your day?



I try to block about an hour in the morning and an hour in the afternoon for some calls or email.

Productivity Tools:



Because we might be any place in the world, conferencing tools like Skype, GoToMeeting, and others are must have's.

Productivity Tip/Trick:



No multitasking, period!

Time You Go to Bed:



**10:30 PM**

#23

# "I believe that the people I know are what makes me most productive"



"I focus more on relationships and connecting and staying in touch with people than I do on whether every item on my to do list is complete. If I keep showing up in the communities I am a part of and adding value - through introductions, articles, ideas - for the people in these communities, then my business grows easily and effortlessly and my life is richer. I try to have a high Say/Do Ratio - meaning when I say I am going to do something, I do it. If I can't do it, I say no. (Not always easy for me; saying no is a work in process)."

**DENISE**  
**BROSSEAU**

Founder and CEO of Thought Leadership Lab



**Time You Wake Up:**

**6:00 AM**



**Morning Routine:**

My little luxury is to get up early and stay in my pj's and read for a few hours before I get started on the day. I tend to read on my iPad.



**How do you structure your day?**

I usually have a running to do list and I focus on the 2 or 3 items that are going to be the most important priorities early. I try to keep one day a week in my home office with no meetings so I can catch up on the priorities.



**Productivity Tools:**

I use Evernote to store all my articles and information.



**Productivity Tip/Trick:**

When I first read email on my computer or my phone, I flag the important ones with color flags to help me prioritize what needs to get done.



**Time You Go to Bed:**

**12:00 AM**

# Technology Boosts Your Productivity

The professional world has grown enamored with the idea of productivity. Tools and technology aimed at helping us eek one more ounce of productivity out of our day are pouring into the marketplace. If you search the Apple appstore alone, you'd find over 4,000 apps related to productivity. So how can you decide which tools are right for you?

The sheer number of options available to you speak to the fact that productivity tools differ from person to person, but for a sales rep, it all starts with a CRM solution.

Customer relationship management solutions like Salesforce help turn a sales rep's life from unorderd chaos, with planning even hours ahead out of the question, to a well oiled machine focused on creating revenue. Keep a single shared customer profile, company-wide, collaborate across the company, and View your business performance anywhere, on any device.



#24

# “Question every activity/distraction that you encounter during the day”

“Do I really need to do this activity? What will happen if I don’t do it? Is there something else more important that I should be doing instead of this activity?) Break your routine periodically: The change in pace and environment will inspire innovative and breakthrough ideas. (e.g., I come up with some of my best ideas sitting in an off-site conference, or even standing in the shower.) Ultimately, as Andy Grove of Intel said, “Only the paranoid survive.”

MICHAEL  
GERARD

CMO of Curata



Time You  
Wake Up:



6:00 AM

Morning Routine:



Take puppy out to pee, poop, and eat, in that order. (with iPhone to check lead activity and demo requests that came in overnight, and respond to important emails.)

How do you  
structure your day?



Early am before everyone arrives: Deep thought time. Late am to mid pm: Meeting and collaboration time. Late afternoon: Wind-down time.

Productivity Tools:



iPhone: email, social media, conference apps.

Productivity  
Tip/Trick:



Be diligent about unsubscribing to superfluous emails.

Time You  
Go to Bed:



11:00 PM



#25

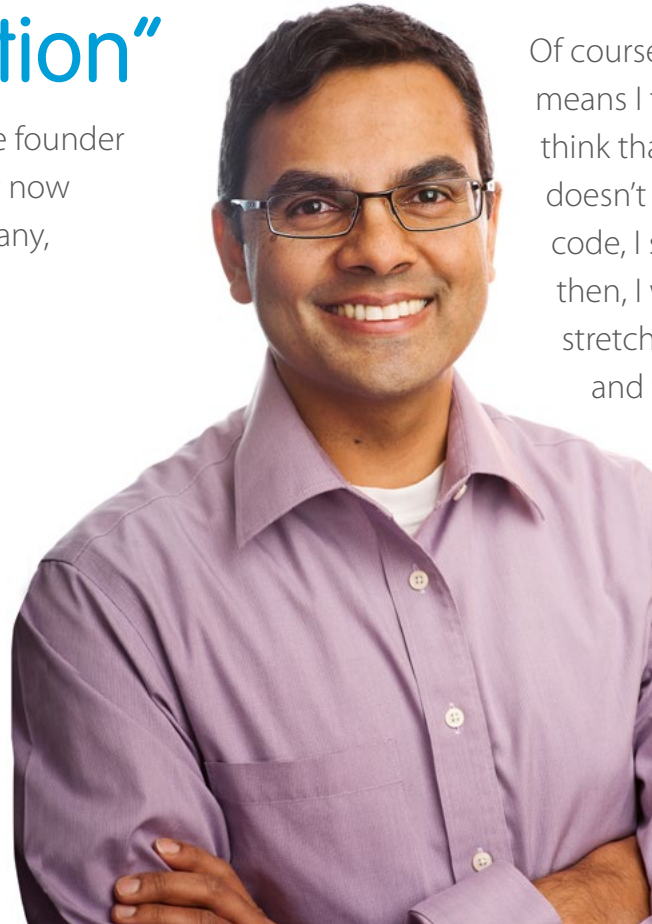
## “Ruthless prioritization”

“I’d sum it up this way: Ruthless prioritization. As the founder and chief product officer of Bunchball, my job right now is to stay focused on whatever is best for the company, whatever provides the biggest bang for the buck.

That takes discipline. But, it also takes being open to new ideas as they happen. I like being accessible to the team, and I like being in tune with what’s going on as it’s happening.

# RAJAT PAHARIA

Founder and Chief Product Officer at Bunchball



Of course, being in the middle of the action also means I task switch all day long. Some might think that runs counter to productivity, but it doesn’t for me. When I was an engineer writing code, I saw the other side of the coin. Back then, I would work on a single project in long stretches, and even today, I’ll still do that now and then if I’m writing code. But over the past few years, my productivity philosophy has evolved. Today, I need to be more nimble, shifting rapidly from one task to another. It works – because I stay laser-focused on the things that are the highest priorities.”

Time You Wake Up:



7:00 AM

Morning Routine:



It revolves around my three kids!

How do you structure your day?



Every day is different. My calendar is built around planned, scheduled meetings. Then, I fill in around those scheduled events with projects from a prioritized to-do list.

Productivity Tools:



I live in Google Calendar, Gmail and Gmail’s Task list.

Productivity Tip/Trick:




I’m a voracious reader. I love learning, so I’m always reading.

Time You Go to Bed:



11:00 PM



Well there you have it! You've learned some of the productivity secrets of top sales thought leaders, read some helpful tips for keeping your brain in peak condition, and hopefully discovered a few new ideas that you can implement into your own sales routine to help you crush your goals and dominate your job each and every day. As we've mentioned before, productivity can be a very personal thing, so we encourage you to share your own insights and tips by joining the conversation online by using the hashtag #salesproductivity or using the link below.

[\*\*Share Your Own Productivity Tips »\*\*](#)

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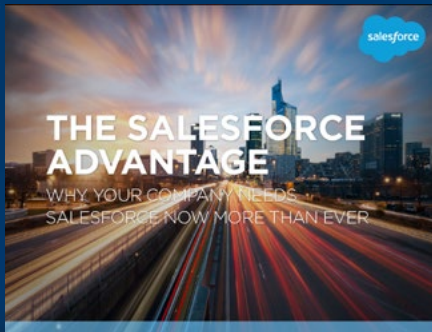
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# RESOURCES YOU MIGHT ALSO LIKE:



The Salesforce Advantage



Secrets to Business Growth:  
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THE CUSTOMER SUCCESS PLATFORM



THE CUSTOMER SUCCESS PLATFORM