

Increased Activity → Increased Productivity

January 2021



We're facing a new year with new opportunities. What's your game plan? The good news is there's a direct relationship between your activity and productivity. I suggest you use this knowledge to your advantage!

If your goal is to increase your ratios and percentages, you must increase your activity. However, beware of the most common rookie error - incorrect activity. Unless you are looking for people to sell, you have the wrong activity!

Successful salespeople make excellent use of time. Each task yields the desired outcome. If your primary goal is to make sales, then get with a prospect.

I have a great program to help you with this. I call it C.O.D., and you can use it to effectively own your territory:

C - Communication

Communicate the business you are in to everyone.

O - Observation

Watch and listen to what's going on in your territory.

D - Dedication

Be dedicated to making contacts and getting referrals.

If you work a C.O.D. program, you can improve your sales!

To your success!