



# How to master time management as a sales leader

**Why is managing your time so important as a sales leader?**

## Setting up your plan/strategy

- Recipe card – what does the 'path to success' look like?
- Key metrics that people can use to influence the path to success
  - Increase ASP
  - Increase win rate
  - Generate more opps than plan to protect from win rate / asp drop

Model based on Q4 Actuals + H1 Operating Model (Need 20 opps/quarter)					
	IB / PGL	OB SDR	OB AE	Partner	Total
Meeting -> Opp CVR	75%	52%	60%	N/A	
Meetings Needed	8	11	10	4	29
Count Opps	6	6	6	2	20
Win Rate (s2)					25%
ASP					\$40,000
Revenue					\$200k / quarter

## Show them what good looks like

- How to prospect – messaging, accounts, number of contacts, persona-based messages
- Running a first meeting
- Running the demo
- Negotiating/pricing
- Ops/systems

## Operating cadence

- Forecasting strategy and regs
- Enablement plan
- Pipe Generation (PG) campaigns with marketing – PG kits
- Talent development and recruiting
- Winning culture – celebrating wins / sharing knowledge across the team, learning from mistakes

# Operating cadence example - Sales manager level



Cadence	WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8	WK9	WK10	WK11	WK12	WK13
Weekly Team Mtg w/Extended Team	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
AE 1:1- Forecast/CQ Lightweight Deal Coaching (Use 1:1 Doc)	✓		✓		✓		✓		✓		✓		
AE 1:1- Pipeline/Activity KPI Review		✓		✓		✓		✓		✓		✓	
<del>AE 1:1- Target Account Plan Coaching</del>	<del>✓</del>				<del>✓</del>				<del>✓</del>				
<a href="#">AE 1:1- Skills/Career Planning</a>			✓				✓				✓		
Monthly -CoM Opp Review -- 45 min, once / rep / month			✓				✓				✓		



Questions

