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December 2019 Sales & Service Tip

"Don't Confuse Effort with Result" For Effective Time Management Practices!

Sales & Service Leaders, your plans, forecasts and strategic initiatives are finally in place for 2020. Now you can coast, enjoy the holidays and throttle back for the rest of the month. Besides, no big business decisions are made after Thanksgiving and customers will gear back up after the first of the year...**NOT!!!**

Now is the time to "create the urgency" or "light a fire" under your team to keep their focus, stay visible in front of your customers as well as successfully launch your initiatives for 2017. What are you going to do about it? Have you thought about a time management and goal planning session to implement your strategic initiatives for next year?

One of the training vehicles we've been using to communicate change is our Time Management & Goal Setting seminar. Did you know this topic is the most requested one that HR gets? No foolin'! By aligning with your strategic initiatives, we improved sales and service as well as operations performance. More importantly, we bring the people together, united as one team, which adds to the synergism to hit plan. Everyone is in agreement, heading toward the same direction.

Today, we train for high performance, not just for skills and knowledge. We must continue to move forward and capture market share in an efficient and effective manner, constantly looking at ways to not only reduce costs, but also maximize revenue and margin. By developing effective time management practices, complete with deadlines, we were able to do just that. In teams, we developed specific time management practices for our customers that were job focused and established work-related business goals that gave them the direction to raise the bar on Service/Ops & Sales Excellence. These were all based on accountabilities and deadlines that were posted on a scoreboard for all to see. That alone motivated the teams to hit their marks. But the biggest takeaway was the team building and learning how to work better together with the end result on pleasing the customer. It just doesn't get any better than that!

So Sales & Service Leaders, put yourself in your own "think tank" over this holiday month and analyze how a Time Management & Goal Setting seminar may be just the right forum you need to "create the urgency" or "light the fire" that can spike your team to finish strong. Please allow us the opportunity to customize a training forum just for you. Never be satisfied; continue to move forward with small, incremental changes until you hit the "quantum leap." Now, that's called INNOVATION!

Happy holidays and a very Merry Christmas from all of us at Butler. Kim, Rob and I cherish our relationships and friendships with all of you and are truly grateful to have served you in 2019. May 2020 be even better as you all allow us to continue to serve you.

Good Luck & Good Team \$elling!

Bob Butler, TSP
and the Butler Learning Systems T.E.A.M.
Together Each Achieves More

**Send your information, ideas, thoughts and
suggestions for Monthly Sales & Service Tips to:
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