

Time Bandit

A simple method to prioritize your
focus and energy to do more

COMPANION
FOR SALES

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A Time Bandit Companion for Sales

Unleashing sales excellence through managing priorities
and building consistent selling habits



**Time
Bandit**



01



Summary

In the hyper competitive landscape of modern sales, time is the ultimate currency. Effectively managing this precious resource can mean the difference between mediocrity and mastery. This Time Bandit Companion Guide for SALES introduces the Time Bandit Method—a revolutionary approach that combines the power of the Eisenhower Matrix, Habit Tracking, and a proven Close Plan to supercharge sales productivity.



02



What is Time Bandit?

Take control of your time, organize your tasks, and get back to living your life using effective priority management techniques.

Time Bandit is your ultimate guide to leaving behind chaotic and unmanageable to-do lists that dominate your days. Learn to unlock your potential by prioritizing effectively and freeing yourself from the shackles of time-wasting activities.



Read this book to understand how to:

- Choose what truly matters, based on importance and urgency
- Take a holistic view of your personal, work, and aspirational goals
- Prioritize and schedule habits, tasks, projects, and day-to-day work
- Eliminate distractions and maximize your productivity
- Reclaim your time and live a more balanced and productive life

You can find the mini-book on Amazon [here](#).

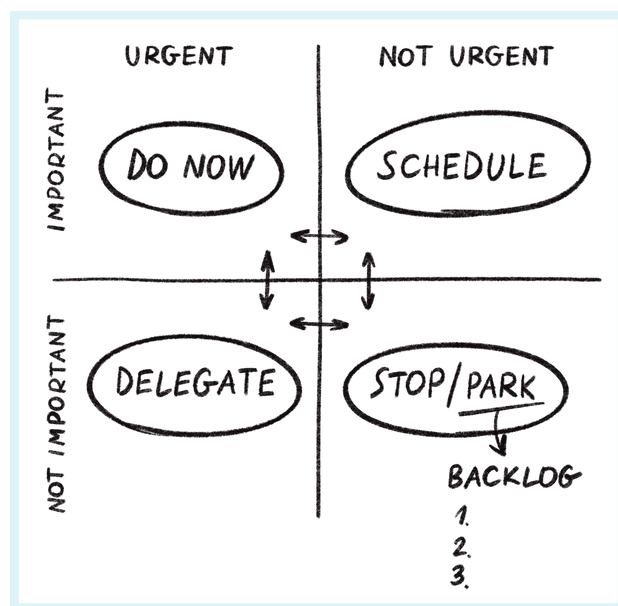
THE SALES PRODUCTIVITY CONUNDRUM

In the dynamic realm of sales, productivity isn't just a measure of output—it's the lifeblood of success. However, as the demands on sales professionals continue to escalate, finding ways to maximize productivity has become a paramount challenge.

This Time Bandit Companion Guide presents a game-changing solution: the Time Bandit method for Sales. By synergizing the proven principles of the Eisenhower Matrix with the transformative power of Habit Tracking, this approach empowers sales professionals to reclaim control over their most valuable resource: Time.

THE TIME BANDIT METHOD EXPLAINED

*The Eisenhower Matrix:
A Timeless Tool for Prioritization*



The Eisenhower Matrix, named after President Dwight D. Eisenhower, categorizes tasks based on their urgency and importance. By classifying activities into four quadrants, sales professionals gain a visual framework for prioritization.



1

URGENT AND IMPORTANT

Tasks that demand immediate attention. These are often critical to achieving sales targets or resolving pressing issues. Time Bandit refers to these as: **Do Now**.

2

IMPORTANT, BUT NOT URGENT

Activities that contribute to long-term success but don't require immediate action. This quadrant is where strategic planning and relationship-building thrive. Time Bandit refers to these as: **Schedule**.

3

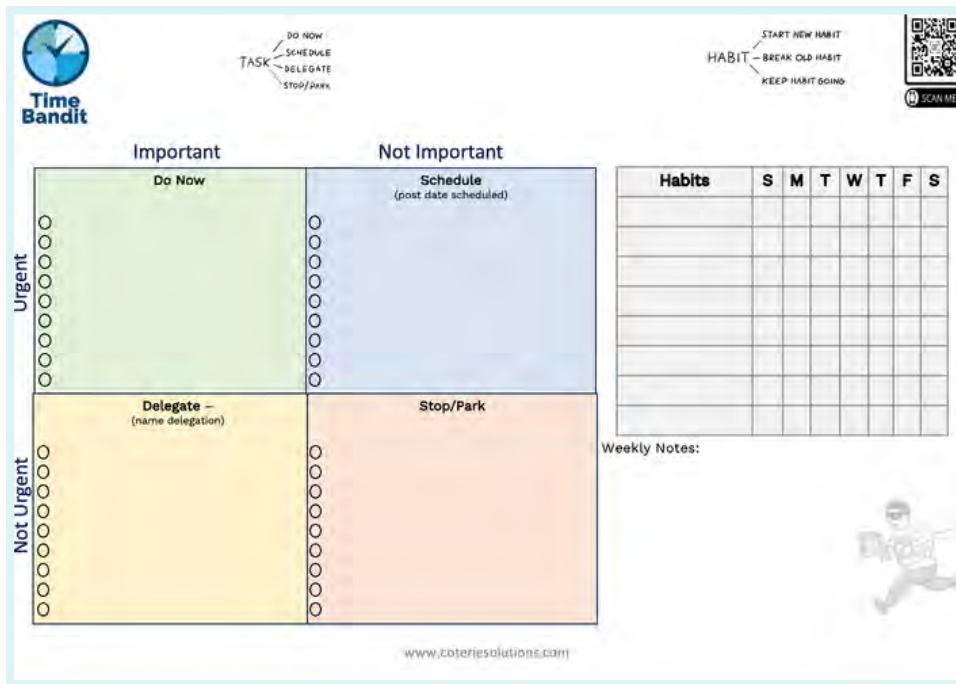
URGENT, BUT NOT IMPORTANT

Tasks that demand immediate attention but have little impact on long-term success. These can be distractions that hinder productivity if not managed effectively. These tasks may be best completed outside of peak selling hours or delegated to others or GPT co-pilots. Time Bandit refers to these as: **Delegate**.

4

NOT URGENT, NOT IMPORTANT

Activities that neither demand immediate attention nor significantly impact long-term goals. These are often the true time wasters. Time Bandit refers to these as: **Stop**.



View of the Time Bandit notepad available on Amazon

HABIT TRACKING: ANCHORING SUCCESS WITH ROUTINE

Another pillar of Time Bandit is distinguishing the difference between sales tasks and sales habits. Too often we neglect the daily routines needed for long term sustainable success, because we are busy with urgent tasks. However, if we practice good habit building, our long-term success can be within reach with minutes a day dedicated to the fabric of sales.

Habits form the bedrock of success. Through Habit Tracking, sales professionals create a structured routine that reinforces positive behaviors and actions. By consistently practicing habits aligned with sales goals, professionals engrain productive patterns into their daily workflow.

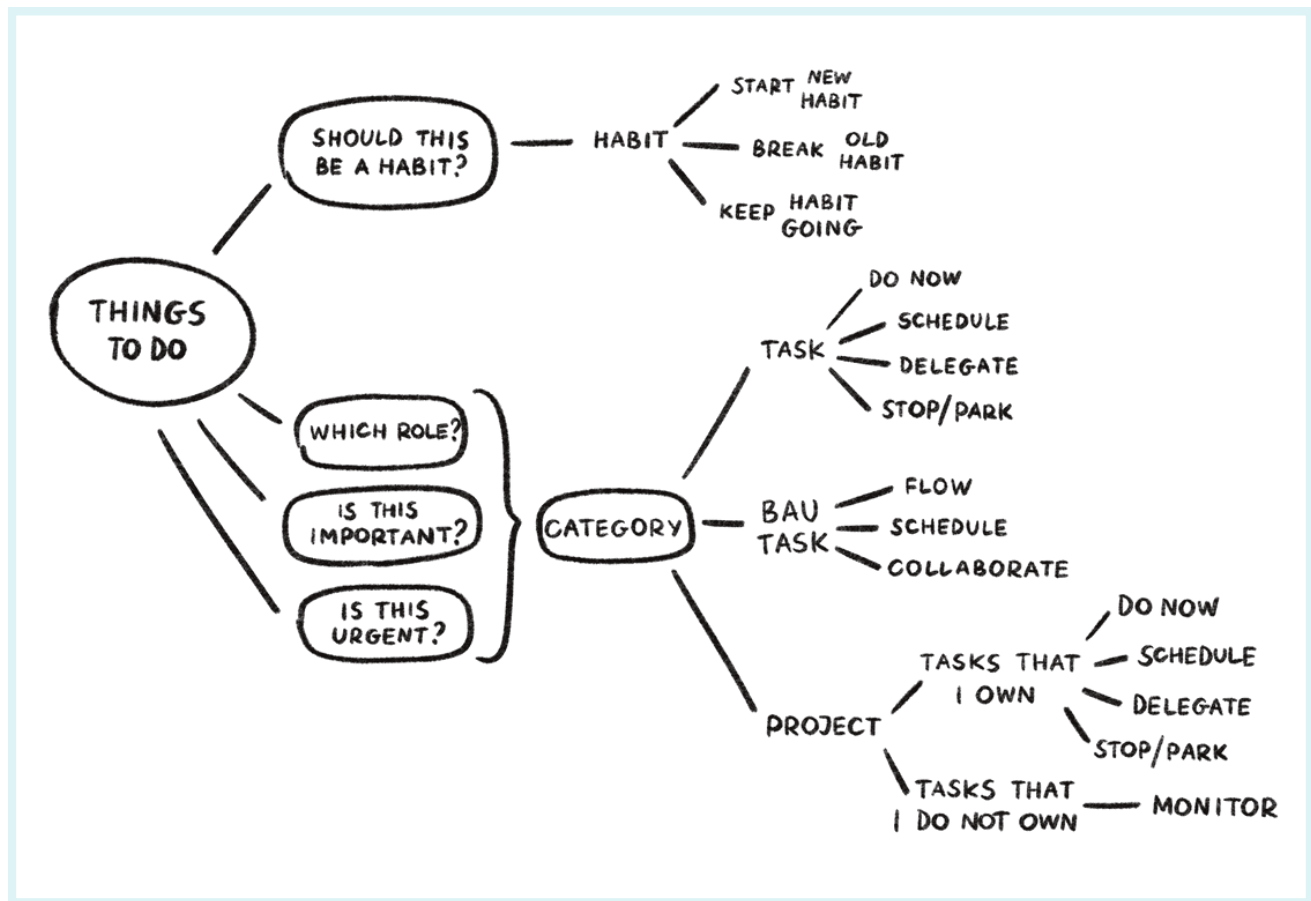
In the context of sales, this could encompass activities such as regular prospecting, nurturing client relationships, diligently following up on leads and most importantly checking each deal in flight to ensure all 10 steps of your close plan are on track to happen.

The combination of clear focus on the right priorities and building good habits will ensure success. Now you still need a good product in a defined market, etc. However, it is the

combination of these elements that truly drive ultra-success and ultimately your commission. In the following sections, we'll delve into the four pillars of the Time Bandit method for Sales, offering practical strategies for implementation.

ASSESSMENT: UNDERSTANDING YOUR SALES ACTIVITIES

To effectively manage time, it's imperative to first understand how it's currently being spent. The Assessment phase involves a thorough analysis of existing sales activities.



1

Activity Audit

Conduct a comprehensive review of daily, weekly, and monthly tasks. Categorize them based on their alignment with sales goals and priorities.

2

Identifying High-Impact Activities

Distinguish between high-value tasks that directly contribute to revenue generation and low-impact activities that may be consuming excessive time. Be disciplined to assess the tasks that directly lead to revenue generation. As you gain traction prioritizing your tasks and habits, importance and urgency will become crystal clear.

3

Gaining Clarity on Sales Priorities

Prioritize tasks based on their potential to drive revenue, nurture client relationships, or contribute to long-term success. Be sure to focus on the importance of longer running habits that will continue to feed a healthy pipeline of opportunities.



TIME BANDIT SALES TIP

One important element of Time Bandit is the concept of your role. The Time Bandit mobile app allows you to assign tasks to a specific role. For sales, it is important to spend an appropriate amount of time on three key roles. Prospecting (P), Deal Flow (F) and Closing (C). Using this context, assessing your activities will allow you to measure the amount of effort for these three sales stages. If you feel there is too much Administrative (A) overhead, you might also track that to share the amount of time spent away from selling.

TIME BANDIT PRAISE



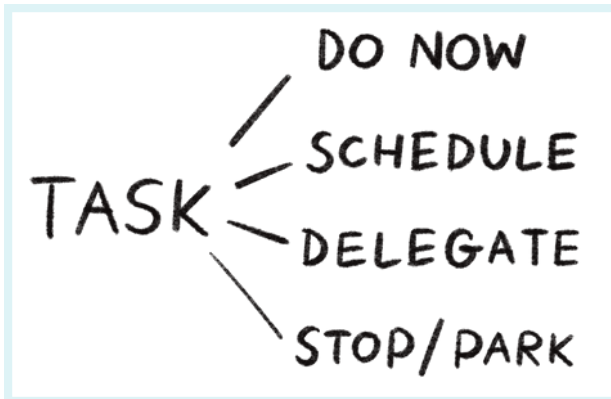
amazon
BEST SELLER

“The Eisenhower Method revolutionized my life – private and business. It’s my compass for productivity, balancing urgency and importance, ensuring fulfillment in all pursuits.”

Marin Varvodic

CEO and Co-Founder of Caelor

PRIORITIZATION: APPLYING THE EISENHOWER MATRIX IN SALES



Once sales activities have been assessed, you are ready to employ a Priority Matrix to allocate time and attention effectively.

1

Customizing the Matrix for Sales Professionals

Tailor the matrix to suit the unique demands of the sales role. Consider factors such as;

- lead generation
- client engagement
- discovery
- proposals
- value creation
- positioning
- handling objection
- legal/contracts review
- deal closure

You can even take things to the next level

by integrating the elements of your close plan so that each of these critical steps/tasks get the proper rhythm and cadence to breed success, leading to more closed deals and larger commission checks!

2

Balancing Urgency and Importance

Determine the appropriate quadrant for each task. This step sets the stage for focused execution. Keep in mind, as urgency and importance change so will the tasks on your matrix. This is why the mobile app is easier than pen and paper but choose the format that works for you.

Also, a very important reminder. If you have tasks that are neither important nor urgent, employ the Stop approach immediately. Too many sales reps chase opportunities that are not truly qualified. A “NO” in many cases is better than a long-drawn-out sales engagement that never had the proper budget, authority or need and did nothing but take away your precious time and resources.

3

Habits

As you assess your tasks and place

them in the appropriate quadrant, it is also time to identify the activity that you should track as a habit. Tactics like prospecting, particularly social selling require dedicated effort to network, comment and connect. It does not take a lot of time each day, but it is best to build time into your calendar and track your effort using a habit tracker.

Another key consideration here is that many of these tasks or habits are best accomplished outside of peak selling hours. This will give you the opportunity to knock them out more consistently without interruption and not take away any of your precious selling time.

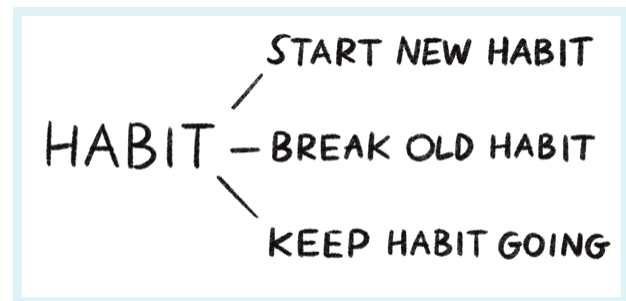
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Allocating Time Blocks

Assign dedicated time slots for tasks and habits. Dedicate 15 minutes in the morning first thing, or in the evening last thing to look at your priorities in the matrix. This ensures priorities are aligned to your objectives. This practice prevents overemphasis on urgent-yet-unimportant activities. Keep in mind this is an iterative process where you will be reviewing, checking off, and moving tasks. As you understand the time needed for core tasks, it will permit you to focus and align your schedule to accomplish more.

HABIT FORMATION: BUILDING A FOUNDATION FOR SUCCESS

Habits are the cornerstone of sustained success. Sales professionals establish routines that align with their sales objectives, but they sometimes develop bad habits as well. Habit tracking is designed to help you build good habits and stop bad habits.



1

Setting Clear and Achievable Goals

Define specific sales-related objectives, ensuring they're realistic and attainable and can be obtained in the time allocated. Look at the active deals in your pipeline and set goals or next steps that need to be completed to get each of them closed. Also make sure you are setting goals to keep your pipeline healthy and growing, focusing on lead generation activities, number of calls made per day and taking the necessary actions on a given deal to move it to the next stage on your close plan.

2

Translating Goals into Actionable Habits

Break down overarching goals into smaller, actionable steps. These steps form the basis of daily habits. Reading 15 minutes per day on emerging technologies in your industry, attending face to face networking events or user groups, reaching out to existing customers to ensure everything is still running smoothly, again habits that feed your selling success.

3

Integrating Habits into Daily Routine

Incorporate these habits into your daily schedule, creating a seamless rhythm that reinforces productive behavior. Track these daily habits using the Time Bandit Habit Tracker. Reviewing your weekly and monthly progress in key habits to feed your sales success is very powerful and gives you the ability to course correct as a given sales period plays out.



■ OPTIMIZATION: FINE-TUNING YOUR SALES PROCESS

The final pillar involves an ongoing process of refinement and improvement.

1

Evaluating and Adjusting Sales-Boosting Habits

Regularly assess the effectiveness of established habits. Modify or replace habits that no longer align with sales goals.

2

Embracing Continuous Learning and Improvement

Stay attuned to industry trends, sales techniques, and technological advancements. Leverage new knowledge to enhance productivity.

3

Evolving with Market Trends and Customer Preferences

Adapt sales strategies to evolving customer needs and preferences. This proactive approach ensures continued relevance and effectiveness. Leverage your wins as testimonials and proof points to share value and results with other like-minded customers/prospects in similar industries.

03



Boosting Sales Productivity with the Time Bandit Method

High-Value Prospecting: Targeting Your Ideal Customers

Prospecting is the lifeblood of sales, but not all prospects are created equal. The Time Bandit method sharpens your focus on high-value prospects. Many times, prospecting is handled by other internal or external resources so be sure to integrate your priorities and your Time Bandit methodology.

1

Target Audience Profiling

Develop detailed personas of your ideal customers. Understand their pain points, challenges, and motivations.

2

Qualifying Leads Effective

Use the Eisenhower Matrix to qualify leads based on their potential value and urgency.

3

Prioritizing Prospects Based on Potential Value

Allocate more time and effort to prospects with higher potential ROI.



RELATIONSHIP BUILDING: NURTURING LEADS AND CLIENT CONNECTIONS

Strong client relationships are the bedrock of a successful sales career. The Time Bandit method emphasizes consistent, meaningful interactions. Face to face relationships is critical to your client developing trust with you and your team. Push to develop real relationships with your high value clients which means time will have to be dedicated to Out of Office activities and events.

1

Tailoring Communication for Relationship-Building

Personalize your interactions to demonstrate genuine interest and value. No buyer likes to be spammed with generic templated outbound campaigns. Take the time to make an impression.

2

Leveraging Personalization in Sales Outreach

Craft personalized messages that address specific pain points and showcase how your offering provides solutions.

3

The Role of Follow-Ups and Ongoing Engagement

Use habit tracking to ensure regular follow-ups, keeping your brand top-of-mind. Consistency and outpacing your competition are a tremendous opportunity to stand out by having quick and thoughtful follow up and completion of next steps. This breeds trust with your prospect.



CLEAR TO CLOSE: SEALING THE DEAL WITH CONFIDENCE

Closing a deal is the culmination of a well-executed sales process. The Time Bandit method sharpens your closing techniques.

1

Mastering the Art of Persuasion in Sales

Hone your persuasion skills, emphasizing how your solution uniquely addresses the prospect's needs while delivering tangible value.

2

Overcoming Objections and Closing Deals Effectively

Anticipate objections and prepare persuasive responses that remove barriers to closing. Establishing a good internal “Coach” within your customer or prospect will help this effort. Understanding the question behind the question or Second Order Sales Thinking also delivers a competitive advantage. ([See Blog link here](#))

3

Applying the Time Bandit Method to the Closing Process

Allocate sufficient time and attention to closing activities, ensuring no crucial steps are overlooked by accounting for them based on Urgency and Importance.



TIP: USING TIME BANDIT TO EXECUTE YOUR CLOSE PLANS

A properly constructed Close Plan paired with a “rhythm of certainty” using the Time Bandit methodology will rapidly improve deal close rates and the associated length of sales cycles. Many times, salespeople will focus too much on stuffing opportunities in their pipeline they lose focus on the necessary steps to get each active deal closed! Don’t get “Happy Ears”. If you cannot confirm each of the steps in your close plan for a given opportunity, that deal is at risk.

Here are 10 proven critical items to consider in your Close Plan:

1. Identify the Financial Impact

Salespeople must always strive to understand their customer’s pain points. Highlight the value of your product, demonstrate a “necessity” offering with budget, authority, and need all equally accounted. Consider this an “Important” task but use your judgment on timing/urgency. This could be **Scheduled** in your matrix for the perfect time.

2. Complete Demo, Proof of Concept (POC), and Tech Approval

Complex transactions require formal approval from stakeholders to ensure integration into their systems or processes has been properly addressed. This task takes a **Do Now** approach, but don’t forget to also plan time and effort to ‘prep time’ and ‘dry runs’.

3. Appoint an Internal Champion

A client-side coach is critical and may represent one or several internal individuals who help salespeople navigate the selling cycle. Internal champions help sales reps understand their unique internal approval process, share intelligence regarding competing deals, and most importantly, identify the ultimate decision maker who will sign the deal. Once identified, make the nurture of this Champion a **daily or weekly habit**.





4. Identify the Ultimate Decision Maker

Every company has a different approval process, and that may change depending on the type of solution or the total cost. The devil is in the details, and salespeople seldom close until the exact details are understood.

5. Counter Competitive Threats

Salespeople rely on strong relationships with internal champions because customer stakeholders may share key information of competitive threats. Solid relationships built on trust and mutual respect can make or break a deal.

6. Develop a Compelling Event

Whether it's a regulatory issue, system sunset, client reacting to a competitor, or something else, use compelling events to generate urgency. To move from "nice to have" to "necessity", tie the solution to a change in law and subsequent deadline. Focus on replacing a key system that is about to hit sunset or a solution that allows them to leapfrog a competitor.

Practicing the Time Bandit method here will require two elements of an internal **task** to collaborate with your team to identify the compelling event. Secondly, embed this key element into your **habits** with your champion.

7. Prove Financial Impact

Don't solely focus on getting technical approval in the POC. Use customer data and insight to help substantiate the financial impact a solution will deliver to the customer's business. Clients will always choose to make money over saving money. If the financial impact cannot be justified, salespeople must adjust the close probability and evaluate if this is a **Stop** activity on their matrix.

8. Define a Communication Strategy

Build a clear and effective communication program to keep all project stakeholders aligned and informed on the project's status. Ask the client how they want to receive updates, especially if multiple teams and roles are involved in complex selling cycles. A communications plan may also surface missed steps, like an emerging competitor or an executive signoff.

9. Approve Deal Terms

There are many critical areas of deal structure that must be considered before a deal is near closing. Examples; a subscription model or perpetual licenses, deal size, ongoing maintenance, training, and support, just to name a few. If specific deal elements have not been discussed or accepted by customer stakeholders, the deal is unlikely to close on time.



10. Legal Approval

Often, sales cycles offer unforeseen legal requirements that must be understood to proactively progress the deal. The internal champion or business sponsor is vital because they help sales reps understand who from the legal team is involved, how to navigate the purchasing system, and ultimately become the vendor of choice. Manage the **delegation** of this task, and don't let your project get de-prioritized.



Conclusion

A Paradigm Shift in Sales Productivity

A solid Close Plan paired with the Time Bandit methodology will improve sales performance by adequately allocating time to what really matters to bust your quota. Being in control of one's time is a major improvement for many sales representatives. Building good habits to reinforce this method will allow sales teams to avoid the extreme peaks and valleys of sales. Aligning your time with **Do Now** tasks that are important and urgent will allow your team to focus on the short term. **Scheduling** and **Delegating** will decrease distractions. Most importantly, **Stop** doing things that aren't important or urgent.

Using your time in a disciplined manner provides clarity in qualifying leads, understanding competitors, and navigating the customer's internal approval process, leading to faster sales cycles and more closed deals!

Celebrate the transformative potential of the Time Bandit method and look ahead to a future of heightened sales productivity and success, and we are here to help.

See the resources available to help below, and for more information or if you would like to receive any 1 on 1 or team coaching to implement these tools and methodologies, please visit www.coterieolutions.com

Additional Resources

- **Time Bandit Book** – Available on Amazon in [paperback or Kindle](#), and also on Barnes & Noble [here](#).
- **Time Bandit Mobile Application** – Available soon in the Apple or Android stores
- **Time Bandit Note Pads** – Available on [Amazon here](#).
- **Clear to Close Whitepaper** – Available on [Coterie's site here](#).
- **Coming soon Virtual Training**

Stay tuned to www.coterieolutions.com for further blogs, articles and tools to keep time on your side.

Now go steal back valuable selling time and be your own Time Bandit.





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Scott McKinnon is a Business Consultant that brings over two decades of experience in developing, building and managing successful sales teams resulting in high growth, market share gains and increased earnings. Throughout his career, McKinnon has developed a passion for aligning tactical initiatives between sales and marketing organizations that has fueled double, and in many cases triple, digit growth. Scott's techniques have been proven across multiple industries to quickly build, develop, lead and grow Sales & Marketing organizations. His methods are easy to understand and quick to implement, allowing your teams to take control of their time and close more business than they ever thought possible. www.coteriolutions.com



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Michael Cupps is a productivity expert working with individuals and teams to help them become more successful. With over 30 years in sales and marketing in the technology space, and currently EVP at ActiveOps. He understands the benefits and challenges of a wide range of technologies and coaching programs and has distilled this knowledge into a simple method for individuals and teams to take control of their time and tasks to achieve better results. Michael hosts a podcast and speaks on radio and TV about how to free yourself to do more. www.coteriolutions.com