



The Baron  
Group, Inc.

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## **“Face Time”—it’s what the Salesperson’s job is all about**

You’ve heard us say that one of the biggest mistakes salespeople in make all the time is that they don’t spend enough time with their clients.

Now, there are many reasons for this and quite a few make sense. For example, the time we have to spend getting prepared for calls these days is increasing, clients often express a preference for phone meetings, and often the administrative requirements of the sales job are significant.

But even so, we need to do whatever we can to be visible, to be at the client’s facility, to put it bluntly, to be in the client’s face.

It is what we do. It is why we have salespeople. It is a big part of our job description. So we need to maximize that time. Too many salespeople in our world simply spend too much time in the office.

As we approach the end of the year milestone, it is a good time to step back and reflect upon this. Here are a few simple guidelines to help you get some perspective.

First, figure out how many weeks you have to sell. Start with the 52 weeks in a year and subtract vacation time, time spent in seminars and trade shows, legal and bank holidays, sick days, personal days, etc. Most people end up with 44 to 46 weeks.

Then determine your call capacity. Figure out how many days a week you spend in the field selling and how many calls you make a day. So if it’s three days a week, four calls a day and you have 45 weeks, you now know that your call capacity is 540 calls a year. So for the first half of next year you can make 270 calls.

Next, list your retentive clients and prospective clients. Classify them and decide how many times you want to see them in the first six months of the new year. Do the math and you will determine the number of calls you would like to make in that time period.

Then compare the numbers. If you want to make more calls than your capacity, you need to figure out how to increase your capacity. If the desired number of calls is less than capacity, figure out who you can see more often.

Once this is done, start tracking. Keep a record of how often you see accounts. Refer to this regularly. If you identified a prospect that you want to see two or three times before the first quarter ends, and you realize in the early March that you haven’t seen them, you’ll know that it’s time to correct that situation.

Many people are shocked at how quickly 90 days can pass. And if an important client or prospect hasn’t heard from you, you can count on the fact that they have heard from someone else.

Research has shown that **the longer a salesperson manages a relationship, the more likely he or she is to lose share at that relationship**. That's because too often we get too comfortable, take things for granted or even become complacent. We all have horror stories about missed opportunities for that very reason.

The last thing we ever want to learn is that we missed an opportunity because the client wasn't thinking about us. It happens even to the biggest and the best. As the old cliché goes, "out of sight is out of mind."

We also hear success stories about how opportunities present themselves when we are on site. "Walking the halls" at a client's facility often yields results as we have the opportunity to connect with people we know. Visibility is so important. Nothing can replace it.

So take the time to put together a first half calling strategy. It is a terrific exercise for anyone in sales. Walter Wriston of Citibank fame once said "you are what you measure." Be the person who measures their call frequency and does everything possible to maximize face-to-face time with clients and prospects. The results will delight you as much as your visiting your clients will delight them.

Very truly yours,

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