

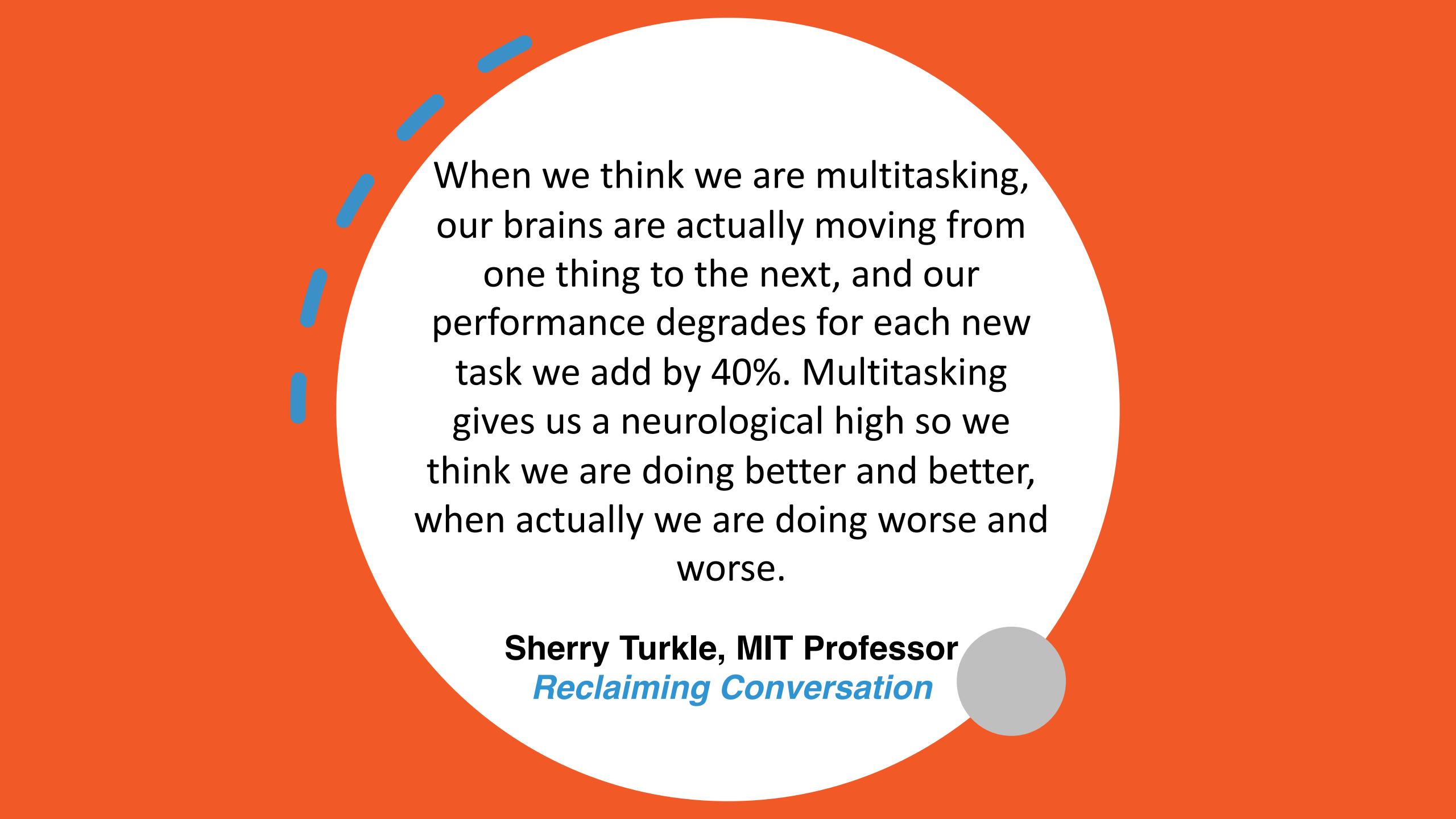


# **Survival Skills for *Crazy* *Busy* Sales Leaders**

**A Strategy for Professional Success  
and Personal Satisfaction**

**I had just  
landed in  
Chicago at  
O'Hare  
International  
Airport...**





When we think we are multitasking, our brains are actually moving from one thing to the next, and our performance degrades for each new task we add by 40%. Multitasking gives us a neurological high so we think we are doing better and better, when actually we are doing worse and worse.

**Sherry Turkle, MIT Professor**  
*Reclaiming Conversation*



**Frame Each Day  
with These Zones**

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**Green Zone:  
GO**

**Yellow Zone:  
CAUTION**

**Red Zone:  
STOP**



# Green Zone: GO

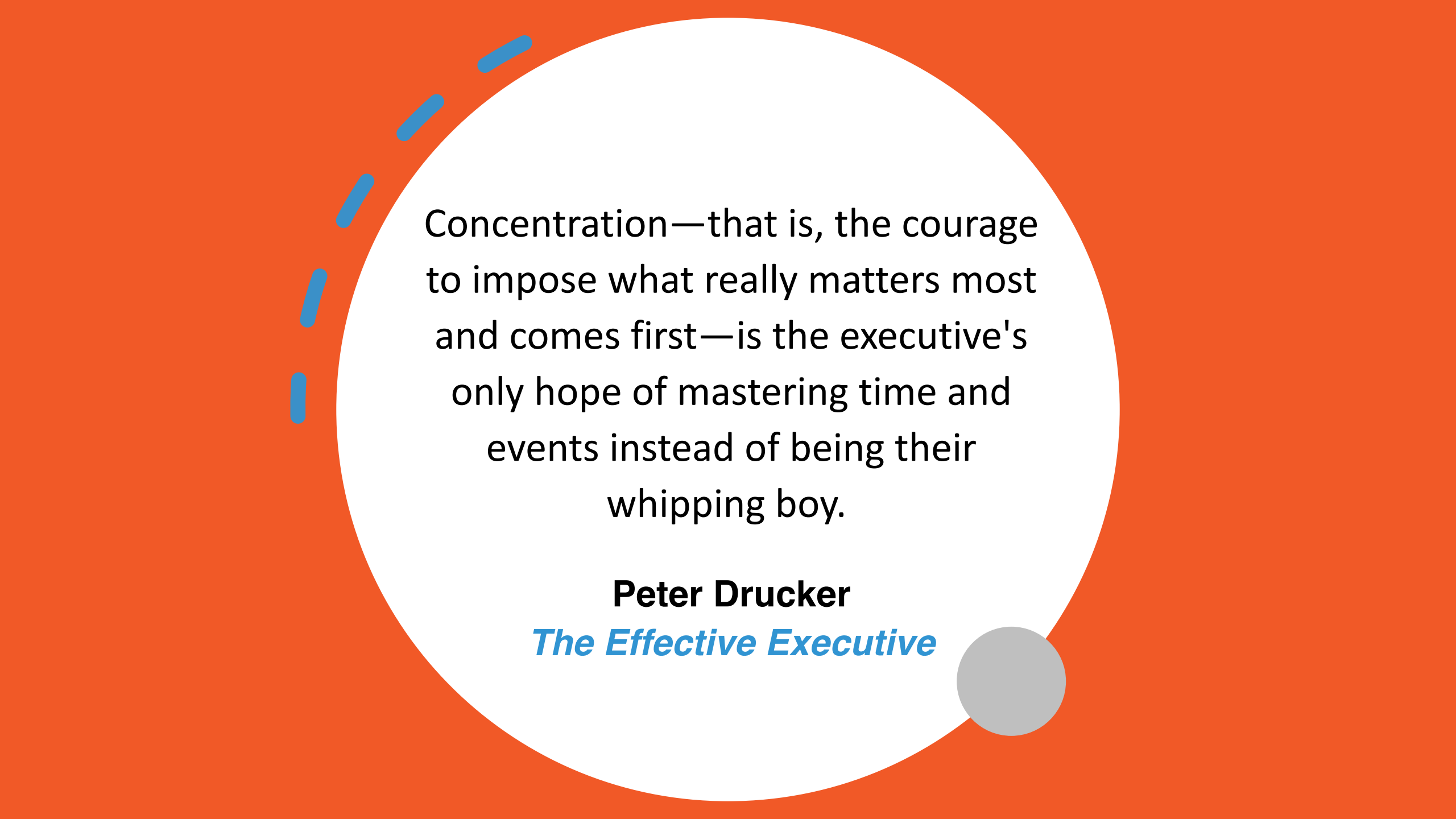
1. What are the **most important responsibilities** of your sales leadership role?
2. What delivers the **greatest, long-term revenue results** for your team?
3. What 2–3 hour block of time can you schedule *every day* for **focused, undistracted investment** in these activities?

**Execute on Your Top Priorities**

“If you give me a lever and a place to stand, I can move the world.”

**Archimedes**





Concentration—that is, the courage to impose what really matters most and comes first—is the executive's only hope of mastering time and events instead of being their whipping boy.

**Peter Drucker**

*The Effective Executive*

# Yellow Zone: CAUTION

1. Batch your digital communication and process it in a crisp, concise, and professional manner at **2-3 set times of the day**.

**Manage Your Email, Chat, Texts, and Meetings**





**This Is How We Live Our Life**



**This Is How To Live Our Life**

# Yellow Zone: CAUTION

1. Batch your digital communication and process it in a crisp, concise, and professional manner at **2-3 set times of the day**.
2. Establish a reliable communication medium **for emergencies (only)**.
3. Work with the members of your leadership team to **change the meeting culture** at your company.

**Manage Your Email, Chat, Texts, and Meetings**



# John Anner, CEO

## Dream Corps

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- Meetings are just 45 minutes long (or shorter).
- Meetings start on time and end on time.
- Every meeting has an agenda. No agenda, no meeting.
- No one goes to a meeting who doesn't need to be at that meeting.
- At the beginning of a meeting, the leader spells out the goals for the meeting *and sticks to them*.
- At the end of the meeting, participants go back through the agenda to review what needs to get done before the next meeting.

***“It gives me at least ten extra hours a week.”***

# Red Zone: STOP

**Use Deadlines to Drive Performance**





15


TAXES

1

# Red Zone: STOP

1. Set a **cut off time for your work** and sprint to the finish line each day.
2. Set a **cut off time for your weekends** and sprint to the finish line each week.

**Use Deadlines to Drive Performance**



Weekends are what stand between you and smoldering burnout. Success in a competitive world requires hitting Monday refreshed and ready to go. The only way to do that is to create weekends that rejuvenate you rather than exhaust you.

**Laura Vanderkam**

***What the Most Successful People Do on the Weekend***

# Red Zone: STOP

1. Set a **cut off time for your work** and sprint to the finish line each day.
2. Set a **cut off time for your weekends** and sprint to the finish line each week.
3. Take the long view for your career (and your life) and keep your **inner resources and personal relationships** healthy and strong.

**Use Deadlines to Drive Performance**





# The Sinkhole Syndrome

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When leadership responsibilities above the surface of your life expand without replenishing the resources below the surface of your life.



# How Do You Make the *Zone* *Strategy* Work?

Set a 30-minute meeting with yourself every week.

Review the past week. *What went well? What didn't?* Plan this week.

Schedule your **Green Zone** time blocks and list your **Green Zone** activities.

Schedule **Red Zone** deadlines for workdays and the weekend.

Cancel unnecessary meetings and prepare for the necessary ones. Process digital communication quickly and efficiently.

Adjust each day as issues arise. Rinse and repeat every week.

# Next Steps?

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## Dedicated Web Page:

[https://billzipp.com/sovos\\_sales\\_leadership/](https://billzipp.com/sovos_sales_leadership/)

## Follow-Up Exercise:

<https://forms.gle/fwzBXkRaXqzss9n67>

## YouTube Video Series:

[https://youtube.com/playlist?list=PLI7YoJdYzHngaC8tM\\_yUmSFLvTGz3zu1e](https://youtube.com/playlist?list=PLI7YoJdYzHngaC8tM_yUmSFLvTGz3zu1e)



