

Find Your “Sweet Spot”

	The Sales Cycle				
	Marketing / Prospecting	Appointment Setting	Presenting	Closing	Engaging
What part of the “sales cycle” do I enjoy most?					
What do you do that energizes you?					
What part of the “sales cycle” do I excel in?					
Where do I get stuck?					

How can I “work around” this pothole? _____

What do you do, that when you’re done, you say, “When can I do that again?” What makes time “fly” for you? _____

What do you do that you end up saying, “How did I do that?” _____

What do you have a knack for? _____

What do others say you do well? _____

Analyze your last Quarter’s activities

1. Review your calendar: Identify the activities/time spent for each of the stages of the sales cycle.
2. Rank in order of “time invested” the Sales Cycle components
3. Sort by “love it” / energizes me (green) and “hate it” / drains me (yellow)
4. Are you spending much time doing stuff you don’t enjoy or lack competency?
5. Circle stuff that made you money
6. What are you doing that makes you money?