

THE VICTORY MANAGEMENT DAILY SALES PLANNER WITH PLANNER PLUS

The background of the cover features silhouettes of several business professionals in a meeting. The scene is set against a bright, warm light source, likely a window, which creates a strong glow and casts long, dark shadows of the people onto a reflective surface below. The silhouettes are in various poses, suggesting an active discussion or presentation. The overall color palette is dominated by warm tones of orange, yellow, and red, with some cooler blue tones on the left side.

TIME MANAGEMENT GUIDE TO B2B SALES

VICTORY MANAGEMENT

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Victory Management

The Victory Management Sales Planner

Organize Your Day, Achieve Your Goals

Welcome to the Victory Management Sales Planner! This guide is designed to help you organise your day, stay productive, and ultimately achieve your sales goals.



“Every minute spent unfocused is a sale, an opportunity, or a life-changing moment lost forever. Master your time, and you’ll master your destiny.” Lawrence Burke

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1: Time management is essential in any sales role, and this planner combines the timeless principles of the Franklin Planner with the best practices from modern apps to create an effective system for managing your time. By using this system, you'll be able to align your daily activities with your long-term objectives, ensuring that every task you complete is driving you closer to success

The goal is to manage your time, reduce stress, and maximise the impact of every minute you spend.

2: Time Management Principles The core principle of this planner is simple: Use your time wisely and purposefully. We've combined traditional time management methods with modern tools to create a system that works for today's sales professionals. We'll guide you through using both a digital app and a traditional paper method to help you organise your tasks, manage your calendar, and maximise your productivity. The Victory Management approach combines structured time blocks, task prioritisation, and reflection, ensuring that you stay focused on the activities that truly matter.



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3: Planner Pro is an excellent digital tool that allows you to organise your day with great precision. Here's how you can set it up:

Download the Planner Pro app from the App Store: [Scan QR code](#)



Set Up Planner: - Open the Planner Pro app and select the 'Today' view to get started. - Tap on the '+' button to create a new task or calendar event. - Select the 'To-Do List' view to organise your tasks by priority. - You can add notes to each task to provide further details. **Daily Time Blocking:** - Schedule time blocks for each of your key tasks. For example, set aside 9 AM to 10 AM for prospecting calls, and then 10:30 AM to 11:30 AM for follow-up emails. - Ensure that you have some flexibility in your schedule for any last-minute urgent tasks.

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Setting Up Tasks and Priorities: - For each task, assign a priority level: High, Medium, or Low. - Use the “Notes” section for any additional details, like client information or key objectives for that task. **Reflection and Review:** - At the end of the day, review your completed tasks in Planner Pro and reflect on your progress. - Take note of any tasks that you didn’t complete and move them to the next day’s schedule.



4: Time Management Techniques In addition to using Planner Pro, there are key time management principles you should apply throughout the day: **The Pomodoro Technique:** Focus on one task for 25 minutes, then take a 5-minute break. After four Pomodoros, take a longer 15–30 minute break. **Time Blocking:** Assign specific blocks of time to different tasks to ensure that your day is structured and productive. **Eat the Frog:** Tackle your most important and difficult task first thing in the morning. **The Eisenhower Matrix:** Prioritise tasks by urgency and importance. Section

5: Using Opportunity Cost in Your Time Management Opportunity cost is the concept of evaluating the potential return of the time you’re spending on a task. By applying opportunity cost, you can decide if the task you’re working on is the best use of your time, or if there’s a more impactful activity you could be doing instead.

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To apply opportunity cost in your time management, Always ask yourself: “What else could I be doing right now that will give me a greater return?” - Is this task contributing to my overall sales goals, or could I allocate my time to something more valuable?

By using opportunity cost to assess each task, you ensure that you’re not wasting time on activities that don’t move the needle in the right direction for your business.

6: Prioritisation Using A1, B1, B2, etc. **Why: Prioritisation is a critical skill in sales, where managing numerous tasks, clients, and opportunities is part of the daily routine.**

The A1, B1, B2 system provides a structured way to categorise tasks based on their importance and urgency, enabling you to focus on what truly matters and avoid wasting time on less valuable activities.

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It also helps you embrace the concept of opportunity cost, ensuring that you're always working on the highest-return activities.

1 (Top Priority): These are the most important and urgent tasks. These activities have a direct impact on your immediate sales results. Think of A1 tasks as "must-dos" for the day. - Example: Calling a high-potential client who is ready to make a purchasing decision or responding to a time-sensitive email that could result in a major deal.

2. B1 (Important, but Not Urgent): Tasks that are important for your sales process but not immediately urgent. These are activities that, when completed, will drive long-term results. - Example: Planning for upcoming client meetings, researching new prospects, or crafting follow-up emails to existing clients.

3. B2 (Less Urgent, Still Important): These tasks are important but not as pressing as A1 or B1. Completing them will help maintain your workflow but won't have the same immediate impact. - Example: Organising your CRM or creating social media content that supports your brand image, which can help build long-term relationships with clients.

4. C1 (Low Priority): These tasks are neither urgent nor critical, but they still need attention at some point. These activities are good to delegate or postpone.

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Exmple: Cleaning up your workspace, sorting through old files, or replying to emails that can wait. Managing Tasks with the A1, B1, B2 System To implement the A1, B1, B2 system effectively, follow these steps each day:

1. Identify Tasks: Write down all the tasks you need to accomplish in a day or week. Include both client-related tasks and administrative duties.

2. Categorise by Priority: Assign each task to the appropriate category (A1, B1, B2, C1). Be realistic about what needs immediate attention and what can be postponed.

3. Always Focus on A1 Tasks First: Start with the A1 tasks. These are the ones that will drive your sales forward. Ensure they're completed before moving on to other tasks.

4. Move to B1 and B2: Once your A1 tasks are finished, focus on the B1 and B2 tasks, which will continue to maintain momentum in your sales process.

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5. Delegate C1 Tasks: Where possible, delegate or postpone C1 tasks. These are typically lower-value tasks that you can do later or hand off to someone else.

By understanding and applying opportunity cost, you ensure that you're not wasting time on activities that don't move the needle for your business. This prioritisation method ensures that you're always working smarter, not harder, maximising your productivity, and ultimately increasing your sales. we hope this free content will help boost your productivity .

We look forward to seeing you soon on on a Victory Management Sales Training course.

Lawrence Burke Victory Management

