

DOUBLE YOUR SALES PRODUCTIVITY IN JUST ONE HOUR

Integrate the winning formula of High-Performance teams. The most common barriers hindering sales activity are typically time and overthinking. To maximise your sales efforts, the key is to lean into action over hesitation, and progress over perfection.

Implementing the Hour of Power is one of the most potent strategies for any business owner or salesperson seeking to accelerate their results. It also serves as an excellent way to batch tasks that are prone to avoidance. There's no more hiding!

RULES OF PLAY

To make the most of your hour of power, follow these simple rules:

Before

- Fill out the hour of power spreadsheet before your hour of power start time
 - Include contacts that will lead to revenue generation, start with hot leads, then move to warm and when you've exhausted these, cold leads
 - Make sure there are at least 10-15 contacts filled out before each hour of power. You might not get to them all but you might get a lot of *no answers* and you don't want to have to look for leads in the hour of power time
- Schedule the time in your calendar and do it with at least one other person - it makes it more fun and way easier. Body doubling is one reason this strategy is so effective.

During

- Put your intention in the chat ie. 10 phone calls/15 reach outs
- Set a timer and go, don't overthink - Do! All the work is done so you can keep 'dialling' and do any admin after the hour of power
- Start with the 'eat the frog' ones first and highest touch i.e. phone calls
- Stay online and keep your video on (make sure everyone is on mute!)

After

- Come back 5-10mins before the end of the hour to share what you accomplished

Top Tips to Find Contacts:

- Sales deals or follow-ups, lapsed or previous clients; lead follow-up, referrals or introductions requests; network contacts; follow-ups from events you've run, look at Xero, CRM & your Marketing Strategy
- Examples of contacts are: Phone call, video message, voice note, written message, email, lumpy mail.