

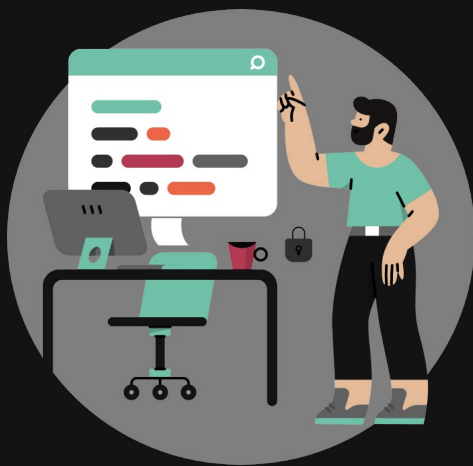


# How to Structure Your Day For The Best Sales Results

Ebook



**A successful sales strategy is one that is built on a combination of data analysis and expertise, utilising the statistics that you have available to you in order to develop a plan that hits not only the target market, but the right people in the right place at the right time.**



There are a lot of different ways in which you can do this including using freely available company data from platforms like Google Analytics and Active Campaign, but as a salesperson you need to go about your plan with your own planning and methodology. This is why it is so important to learn how to structure your day in order to get the best sales results, otherwise you're spending too much of your time operating at the wrong time of day when your market may have gone home or when they're away from their desks.

In this handy infographic we've put together some of our own top tips to help you structure your day in order to ensure that your [lead generation](#) and sales strategies have the best possible impact. With this information you will be able to change your way of working and, hopefully, start to see your conversion rate increasing.

8-10am



- **Reply** to any new emails, and follow-up on messages from the previous day
- **Check availability** for today's meetings
  - send reminders and calendar invites if you haven't already



10-12pm



- **Get on the phone** as much as possible. This is when decision makers are at their desks having got in to work, checked their emails, had their morning meetings and are sitting down ready to work

1-3pm

- After lunch, get back on the phone for afternoon meetings
- **Send emails** to follow-up on morning replies and any messages that have come in today that need responses. Send follow-ups from morning calls
- **Send out calendar invites** for meetings for new leads and use platforms such as LinkedIn to search for opportunities



4-5pm

- Contacts are starting to wind down for the day, so emails are the best form of approach here
- **Send them an email** so it's at the top of their inbox in the morning, or where they can give it their attention now if they have a "it's 4:30, no more work is getting done today" approach.



# Get in touch for more details

[Get in touch](#)

