

# The Don Hutson Report

© 2019 Don Hutson

Global Expert on Sales & Negotiations

Volume 2020, No. 7

April 7, 2020

## “Got a minute?”

**You may NOT want to say yes** to everybody who asks you if you’ve got a minute - *a minute of your valuable time.*

**Managing time really isn’t possible...** it’s self-management that becomes the issue! Those who competently participate in self-management have in place disciplines, priorities, and standards that help them allocate time to the necessary tasks.

**Whether in sales or management,** time is one of your most precious assets. It is the raw material of all success and accomplishment, so guard it judiciously and use it wisely.

**Several years ago,** I had the privilege of serving on the Board of Sales & Marketing Executives International. Knowing that I was in the training business, the Chairman asked me to spearhead a survey to identify the “Failure Factors of Sales Professionals”. I agreed and found myself in the midst of a fascinating exercise. After polling over 2,000 sales and sales management people, we learned that the number one failure factor of salespeople was “they failed to properly organize their time and/or their efforts”.

**If we squander our time,** we are wasting our potential! Let’s talk about how we can use our time for best results.

**Fellow speaker, author, and friend,** Dr. Gene Griessman, says “Rule number one in managing your time and effort effectively is to study successful individuals and model what they do!” It is always good advice to learn from the masters of success. Start with your mentors and ask them how they have achieved so much. The most successful people are the men and women who have figured out how to compress more achievement into a given measurable time frame.

## Here are some tips for more effective use of your time:

1. If you must have a meeting, keep it short and don't invite anyone who is not fully necessary to be there. If you envision it being a short meeting, why not make it a standing meeting. It won't take as long.
2. Plan your day! List all you need to get done that day when you plan.
3. Prioritize all items on your list in #2 above, with most important being A., second most important, B., etc.
4. As you begin your business day, attack the highest priority items first, that way if you have seventeen items on your list and you only get nine done, they are the most important things.
5. Learn how to say "No". The world is filled with *time and energy pirates*. If you are able to stiff-arm them without feeling guilty, you will be more productive.
6. Learn to say "No" to tasks, board seats, low priority meetings, etc., unless they are in synch with your goals and visions.
7. Make wise decisions on extra-curricular activities, charitable activities, hobbies, etc. Just ask yourself "Is this something I really want to devote my time to?"
8. Do not usurp your necessary "Thinking time". Sometimes we get so busy that we feel like we are churning our day, or spending most of our time on a treadmill. Take the time to clear your brain and think. That can help you make the remaining tasks of the day much more productive.
9. Defy Parkinson's Law. It suggests that *the amount of time required for the completion of a task is determined by the amount of time available for its completion*. Don't get caught in that trick bag!
10. Be a good planner. Brian Tracy says that *every minute* you spend planning will save you *ten minutes* in execution. Don't contract the "Paralysis of Analysis", but plan as well as you can before embarking on a task.

**The Law of Clarity says** the clearer you are about your goals and objectives, the more efficient you will be in achieving them. Those with clear, written goals accomplish more in a short period of time than those without them can ever imagine! If you truly want to be a success machine, don't waste your time – get aligned for achievement with time frames and a detailed success plan.

**My advice; when someone asks, “Got a minute?”, think about your plan for that day and determine if you really do *have a minute* before you say yes.**

### **The Don Hutson QuikLook Media Kit**

is our latest approach to Sales Promotion.  
If you are a Corporate or Association Meeting Planner, you will want to review this Media Kit and consider Don for your upcoming events.

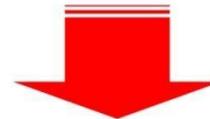
***Just click on the image below.***



### **The U.S. Learning Online Learning QuikLook**

enables you to review our four top-level programs on Sales, Negotiations, Sales Management and Leadership with sub-topics and video excerpts for educating you to be your best!

***Just click on the image below.***



Don Hutson is a #1 NY Times and Wall Street Journal International Best-selling author, a Hall of Fame speaker, and CEO of U.S. Learning based in Memphis, TN

[www.DonHutson.com](http://www.DonHutson.com)

901-767-5700