

Facilis Case Study – The Perfect Day

Through years of research and analysis we've identified that the sweet spot for sales reps to be profitable is at the \$750k mark. We see a lot of reps in the \$400k-500k range who just don't seem to be able break through to the next level on their own. The secret to joining the 750k club is efficiency in their day.

WHAT: The Perfect Day

The idea behind The Perfect Day is simple – structure and adherence. It may look different for each person, but the fundamentals can be adopted by anyone. Reps should spend at least an hour on New Business Development and an hour on outbound calls each day. Push all of your tasks (order writing, proposal creation, etc.) into a designated segment of time. Be accountable by starting and ending the day with sales meetings that discuss wins. Sales reps are competitive – they will WANT to bring wins to the meeting.

Want to know another secret? If reps reduce their book of business to only calling on their most qualified, best relationships, they are likely to organically increase sales.



Another tenet of The Perfect Day program was focusing on existing relationships to increase sales within those organizations. Asking for referrals is also encouraged after every successful sale. Why waste time fishing for a new big account when you have existing strong ties with current clients?

RESULTS: Facilis360

We put ten sales reps through a six-month coaching program that encouraged them to adopt The Perfect Day and made sure they knew how to use the tools available for prospecting and time management in our @ease software.

The result of the program was significant sales growth for every rep who adopted and adhered to the process. Even multi-million dollar reps benefitted with sales growth (!!) and better time management.

Three of our 360 reps were specifically able to grow from

\$400k-\$500k to cross the finish line well over \$750k for the year. And that was with just 6 months of sticking with the program!

Our favorite story was one rep who really "got it." He used The Perfect Day plus creative selling practices to increase his sales by 219 percent.

SUMMARY:

The Perfect Day works. It's hard to embrace change and adopt new habits, but our 360 program shows that change is worth the initial discomfort. It was powerful to see these reps further develop existing relationships to find success. They reported feeling more fulfilled by following the time blocking procedure. They had goals to meet for wins each day and you can see it helped them grow their sales.



Try marking an X on the calendar for each day you complete an hour of outbound calls so you can see your progress.