

# Sales Tools/Activity Planning/Measuring Activity

To be effective at implementing your prospecting strategy, it is very important to monitor and measure all of your prospecting activities. Without strict measurement, we have the ability to slur reality about our activity levels. This happens because the activities and behaviors that create high levels of activity on the telephone are often unpleasant and fear producing.

Look at sales reports in a new way:

In reality, it takes about 15 minutes a day to track every significant prospecting activity, and that 15 minutes will have a huge impact on the other 465 minutes you work each day. Track your activity for your own benefit! You need the accurate information so that you don't begin to over or under estimate how effective you are on a daily basis.

Measuring activity leads to good habits:

Good habits are the tools that build skills, consistency, and performance. When you measure activity on a daily basis, you iron in good habits which will lead to success at The Next Level or in any other job you choose throughout a lifetime. At The Next Level, we meet thousands of Sales People every year and the most successful ones look at measuring their activity in a very different way than everyone else.