

**NEW YORK TIMES BESTSELLER**  
**TODD DUNCAN**

**AUTHOR OF *HIGH TRUST SELLING***

# TIME TRAPS

An hourglass with a gold-colored frame and white sand. Inside the lower bulb, two small figures of people are visible; one is standing and the other is jumping or running. The hourglass is positioned between the letters 'I' and 'M' of the word 'TIME'.

**PROVEN STRATEGIES FOR  
SWAMPED SALESPEOPLE**

**A PDF COMPANION TO THE AUDIOBOOK**

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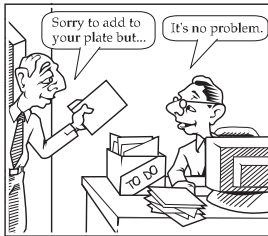


## Chapter Four

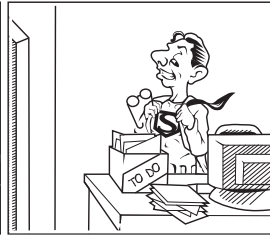
# The Yes Trap

Wasting Time Saying Yes

### A typical day in the life of Super Salesman



Monday 9:01 AM



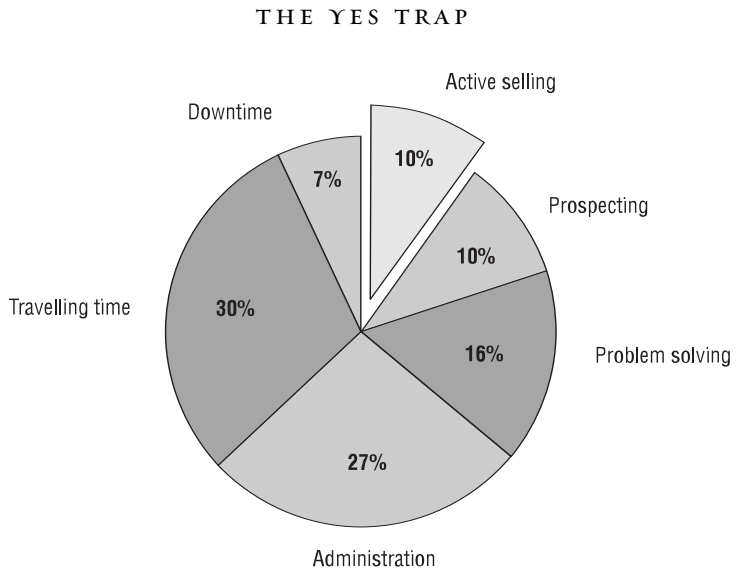
Monday 9:02 AM



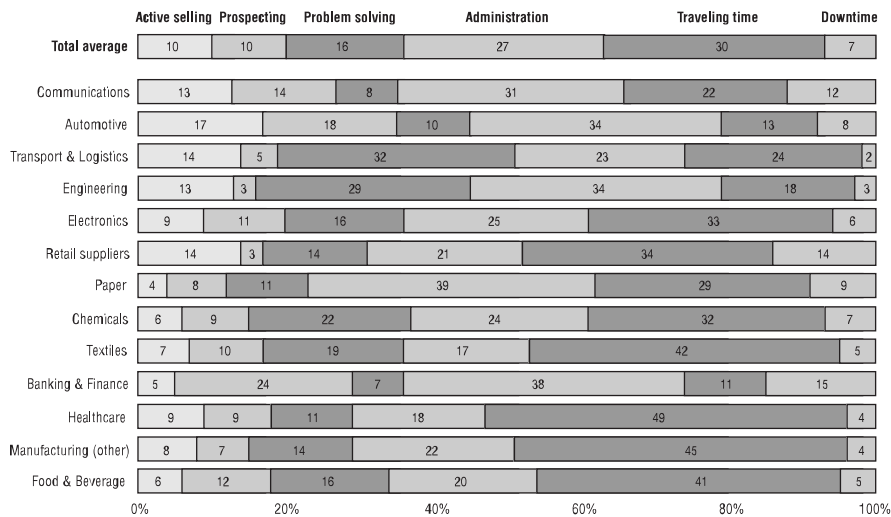
Monday 9:03 AM

*Josh Billings, 2004*

Breakdown of Time Use by General Category



Breakdown of Time Use by Prominent Sales Industries



Example of a Schedule with Paperwork Time Blocks

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00	Tasks	Tasks	Tasks	Tasks	Tasks
9:30	<i>Paperwork</i>	<i>Paperwork</i>	<i>Paperwork</i>	<i>Paperwork</i>	<i>Paperwork</i>
10:00	Tasks	Tasks	Tasks	Tasks	Tasks
10:30	Tasks	Tasks	Tasks	Tasks	Tasks
11:00	Tasks	Tasks	Tasks	Tasks	Tasks
11:30	<i>Paperwork</i>	<i>Paperwork</i>	<i>Paperwork</i>	<i>Paperwork</i>	<i>Paperwork</i>
12:00	Tasks	Tasks	Tasks	Tasks	Tasks
12:30	Tasks	Tasks	Tasks	Tasks	Tasks
1:00	Tasks	Tasks	Tasks	Tasks	Tasks
1:30	<i>Paperwork</i>	<i>Paperwork</i>	<i>Paperwork</i>	<i>Paperwork</i>	<i>Paperwork</i>
2:00	Tasks	Tasks	Tasks	Tasks	Tasks
2:30	Tasks	Tasks	Tasks	Tasks	Tasks
3:00	Tasks	Tasks	Tasks	Tasks	Tasks
3:30	<i>Paperwork</i>	<i>Paperwork</i>	<i>Paperwork</i>	<i>Paperwork</i>	<i>Paperwork</i>
4:00	Tasks	Tasks	Tasks	Tasks	Tasks
4:30	Tasks	Tasks	Tasks	Tasks	Tasks
5:00					

## AN EXAMPLE OF A SURVEY

Honest, critical feedback from you is the best way for us to stay in tune with your needs. Learning how we did after your order is fulfilled is valuable, but as a team we feel it is more important to understand how we are doing currently. If we are off, we want to correct our efforts now so that you have a good experience from now on. If we are on target, then we want to stay the course.

Please take just a few moments to answer 7 very brief questions using a scale of 1 (Poor)–5 (Best):

Have we done a good job of determining the right product solutions for your specific needs?

1            2            3            4            5

Have we returned your calls promptly?

1            2            3            4            5

Have we answered your questions to your satisfaction?

1            2            3            4            5

Have we kept you informed of the status of your order?

1            2            3            4            5

Have you found everyone on our team to be courteous and professional?

1            2            3            4            5

Are you pleased with the service our other departments are providing?

1            2            3            4            5

Can you make any suggestions on how we might serve you better?

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Thank you for taking the time to help us. We appreciate you!

**Example of a Schedule with Communication  
and Paperwork Time Blocks**

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00	Communication	Communication	Communication	Communication	Communication
9:30	Paperwork	Paperwork	Paperwork	Paperwork	Paperwork
10:00	Tasks	Tasks	Tasks	Tasks	Tasks
10:30	Tasks	Tasks	Tasks	Tasks	Tasks
11:00	Communication	Communication	Communication	Communication	Communication
11:30	Paperwork	Paperwork	Paperwork	Paperwork	Paperwork
12:00	Tasks	Tasks	Tasks	Tasks	Tasks
12:30	Tasks	Tasks	Tasks	Tasks	Tasks
1:00	Communication	Communication	Communication	Communication	Communication
1:30	Paperwork	Paperwork	Paperwork	Paperwork	Paperwork
2:00	Tasks	Tasks	Tasks	Tasks	Tasks
2:30	Tasks	Tasks	Tasks	Tasks	Tasks
3:00	Communication	Communication	Communication	Communication	Communication
3:30	Paperwork	Paperwork	Paperwork	Paperwork	Paperwork
4:00	Tasks	Tasks	Tasks	Tasks	Tasks
4:30	Tasks	Tasks	Tasks	Tasks	Tasks
5:00					



## *Chapter Five*

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# The Control Trap

Wasting Time Hoarding Tasks





## Diagram of Key Steps to Closing a Sale from *Killing the Sale*

