

Red, Green & Yellow

a Prospect & Flourish Excerpt

<http://www.ProspectandFlourish.com>

“Great!” you must be thinking. “Just what I need: another time management system!”

Actually, we are not recommending a new system for you to manage your time and priorities. You may have already adopted the very simple habit of making to-do lists, while others may have each hour of the day carefully planned and scheduled. Whatever extent through which you manage your time, the following suggestions should adapt easily into your normal routine.

None of this is new. It’s been around and presented in many different forms over the years. For the sake of simplicity, I will present it here as **Green, Red and Yellow**. Through this system, you divide your activities into the following three Time/Activity Zones. Each zone is color coded.

Time	Mon	Tue	Wed	Thur	Fri	Sat	Sun
6 AM							
7 AM							
8 AM							
9 AM							
10 AM							
11 AM							
NOON							
1 PM							
2 PM							
3 PM							
4 PM							
5 PM							
6 PM							
7 PM							
8 PM							
9 PM							
10 PM							

Green Zone (Offense)

In the Green Zone, which we also call Offense, you need to be proactive about acquiring new business and finding new prospects.

Prospecting. Each and every day your antenna must be up so that you will have a steady flow of qualified people who need and want your services.

Case Study. After carefully listening to your clients’ goals and objectives, you prepare solutions that fit perfectly with their monetary budgets.

Presentations. You package your solutions in a format that serves your prospect/clients’ needs.

Red Zone (Defense)

In the Red Zone, which we also call Defense, you need to hone your sales and service skills. This is ongoing client service activity and the feeding of existing relationships. *In the Red Zone you are investing time and energy from which you will reap the benefits when you are in the Green Zone.*

Call backs. A prompt reply to phone calls, emails or faxes will endear you in the eyes of your prospects and clients. It shows you care.

Sales skills. Understand your prospect's personality and alter your sales techniques accordingly. Don't sell—let him buy!

Product knowledge. You can never know too much about your products. Continue your quest for product perfection. People love to deal with knowledgeable and articulate service representatives.

The most common mistake about the Red Zone is that people spend too much time here. Yes, it can include busy work, and if you are doing too much of that, you may need to consider getting some help. Your time and energies must be leveraged to doing that which *only you* can do. Farm out the remainder (such as clerical assistance).

Yellow Zone (Neutral)

The Neutral Zone suggests activities not necessarily directed toward your business, but gives your life a sense of “balance.” As we have said all along: it's not always about the money. Family and community are what give us purpose. They are the things we value most and what we work to nurture and protect.

Family time. This time is as important as work time. The enrichment your family provides for you enables you to recharge your batteries and become a better person.

Socializing. To really learn what makes people tick, meet with them in social situations. Whether it is a game of bridge or a garden club meeting, it's your opportunity to view people in a non-work environment.

Board service or volunteering. This is about giving back (not to mention creating social mobility). Who hasn't considered serving others? To really feel good make volunteering one of your top priorities.

You can graphically sort out the “zones” in your calendar, in whatever proportions work best for you.

What Does Green, Red & Yellow Provide?

With amazing simplicity, this system (which you can incorporate into any of your current weekly planning practices) allows you to:

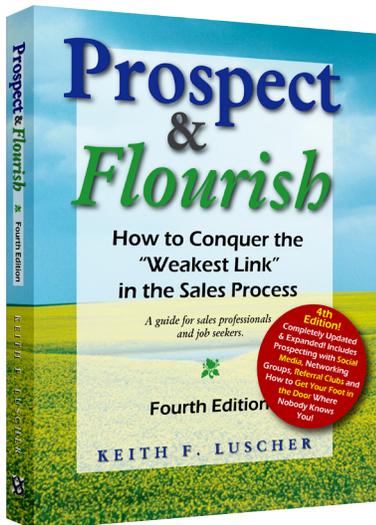
Build structure. As we said, structure determines behavior. If your days are structured so that if you are prospecting in the mornings, do nothing but prospect in the morning. Do not take phone calls (unless they are prospecting related) and do not deviate from your regimented activity. Do not pass go; do not collect \$200.

Stay focused. By not allowing other types of activities to intrude during the various time zones of the day, you are not allowing yourself to lose focus. You do not allow yourself to be “yanked in a million places at once.” You also prevent yourself from becoming a slave to the “urgent.” If something must be done, there will be a time later to attend to it.

Maintain balance. We all strive for balance—and ultimately, something gives. Remember the accomplished attorney who spent all his time on his work, and not with his family? That man didn’t keep balance. He allowed one “zone” to consume his entire schedule—like a parasite!

As it is said in the book of *Ecclesiastes*, “There is a time for everything, and a season for every activity under heaven...” (*Ecclesiastes* 3:1 NIV).

Want to Learn More?



Prospect & Flourish:

How to Conquer the “Weakest Link” in the Sales Process (Fourth Edition)

isbn 978-0-9625977-3-2 (print);
isbn 978-0-9625977-5-6 (digital);
292 pages; January, 2014 | \$24.95 print | \$9.95 kindle

Sales Producers Who FLOURISH, Know How to PROSPECT. Do You? The number one reason sales producers fail in Real Estate, Financial Services and other professions is that they don't know how to prospect. Prospecting is a complex enigma that challenges professionals at all levels, *including job seekers*.

For many people, selling is easy. But prospecting is difficult! Thus, *Prospect & Flourish* is NOT about sales training. It is all about prospecting.

Learn more and get your copy at
<http://www.ProspectandFlourish.com>

About the Author

Keith F. Luscher as founder and principal of Serve Your Prospects, LLC, is a management consultant bringing more than twenty years of experience to content marketing and IP (intellectual property) development. His experience in content marketing predates the internet, back when it was referred to as “custom publishing”—and has remained a longtime advocate of what is at the heart of the matter: to serve your prospects (hence, the name of the operation).



Throughout his career Keith has advised colleagues on issues related to marketing and prospecting, and developed groundbreaking educational curriculum. In addition, Luscher is also a nationally known author, speaker, and expert in media, interpersonal communication and marketing.

Keith has served as a national spokesperson for a FORTUNE 50 company, and as a contributor to CollegeRecruiter.com—one of the nation’s leading career sites for college students and recent graduates. He is currently a contributor to *Market Leadership Journal* (www.MarketLeadership.net). Further, Keith has developed successful marketing and public relations strategies for many organizations across the country (which include the assistance in raising more than \$250 million for health-care, cultural, educational, and service organizations).

In addition to *Prospect & Flourish*, Keith is also the author of *Don't Wait Until You Graduate!* a widely acclaimed advanced career-planning book for college students that, in the past fifteen years, has become a part of the college landscape. It has also been translated into Chinese and is now in its second edition (with a third edition forthcoming).

As lead project consultant and ghost-writer, Keith also completed *Prospect or Perish: A Success Guide for Financial Services Professionals*, the textbook for a curriculum course for the Life Underwriter Training Council Fellow (LUTCF) program at The American College.

Keith is an active member of the American Marketing Association and is a graduate of The Ohio State University. He welcomes your connection invite on LinkedIn, Facebook and other social media.