



# Optimize Your Sales Process: Identify Key Result Oriented Tasks

Leslie Venetz, Founder,  
Sales Team Builder

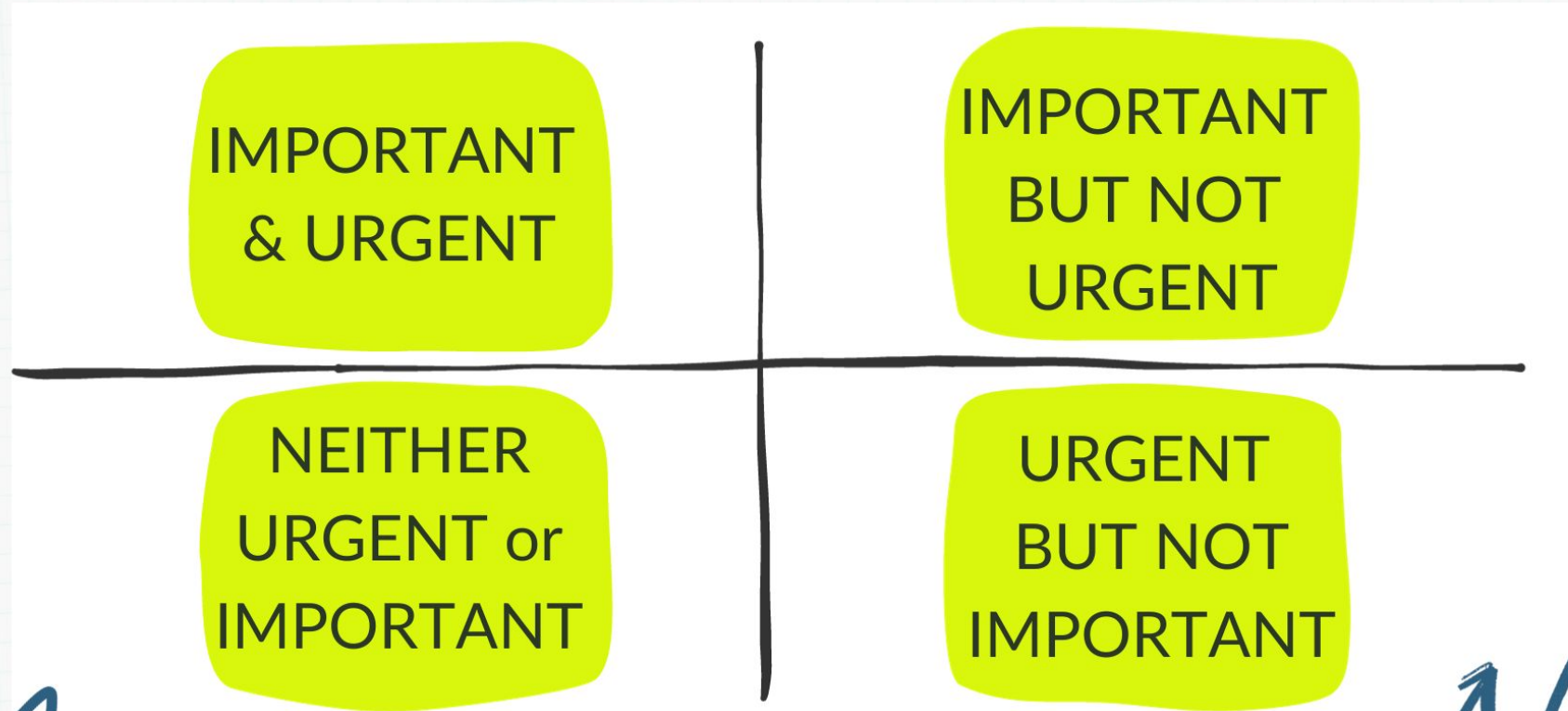
# Key Result Area



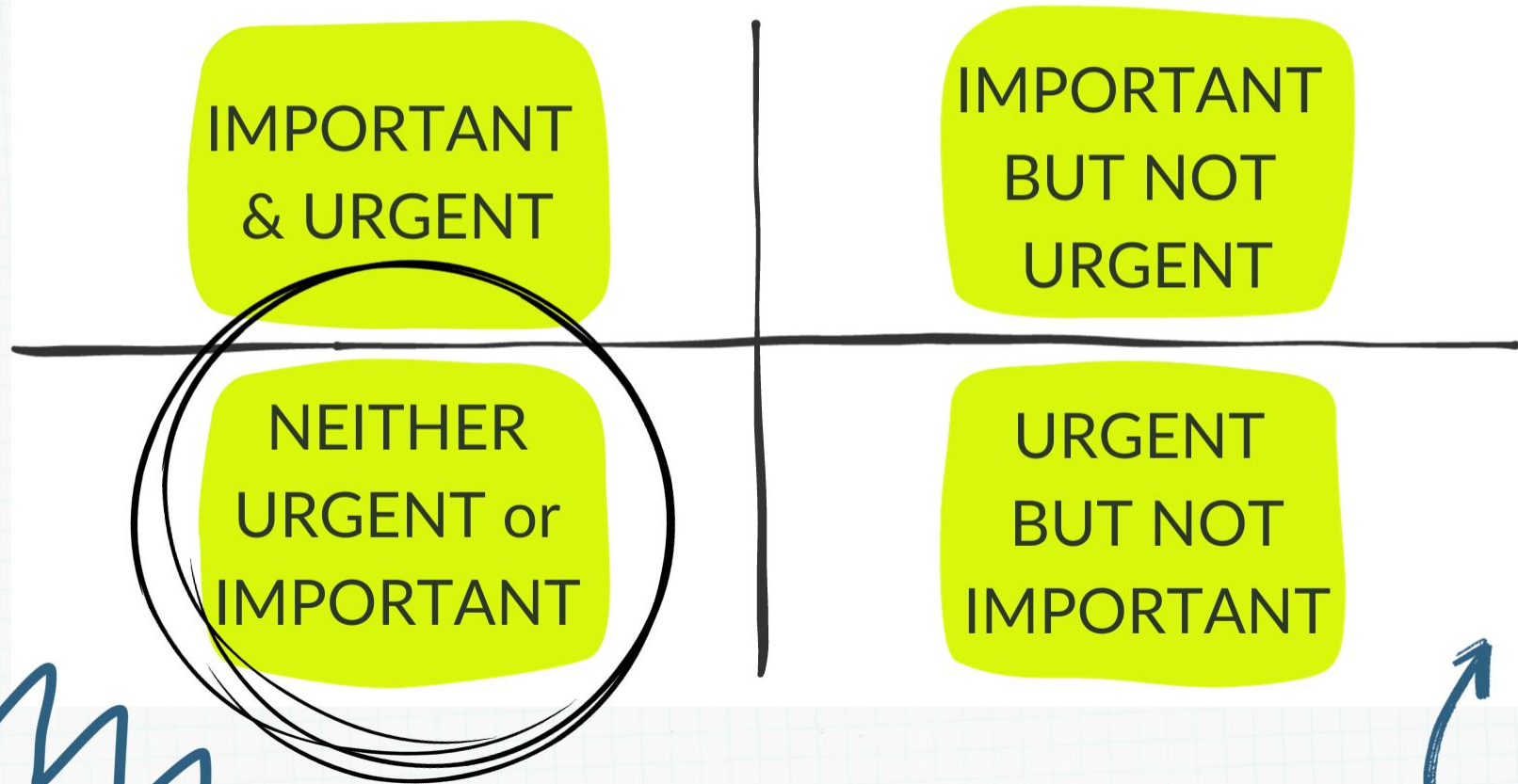
**Your Key Result Area is  
the most important  
priority that you need to  
achieve by [timeline].**

“  
My KRA:  
Achieve 100k in  
additional revenue by  
end of year.”

# Urgent v Important Matrix



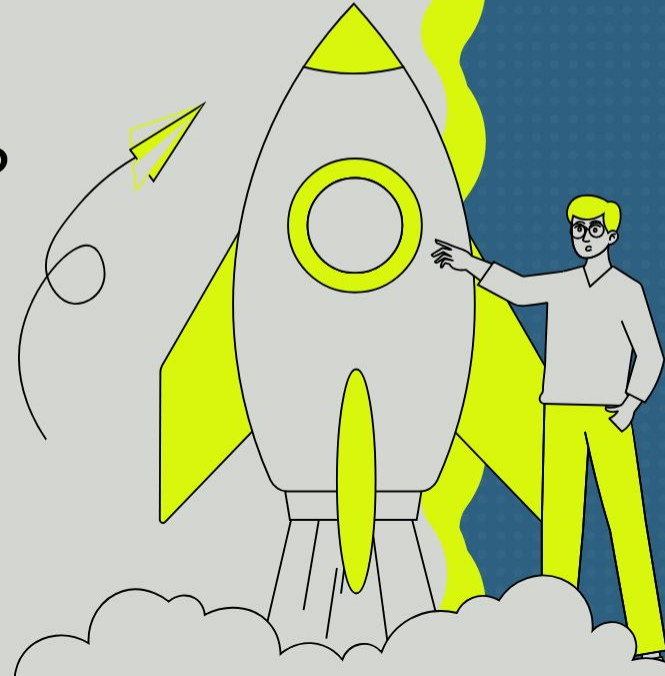
# Urgent v Important Matrix



What activities can you remove from your sales process that don't need to be done at all or don't need to be done by you?

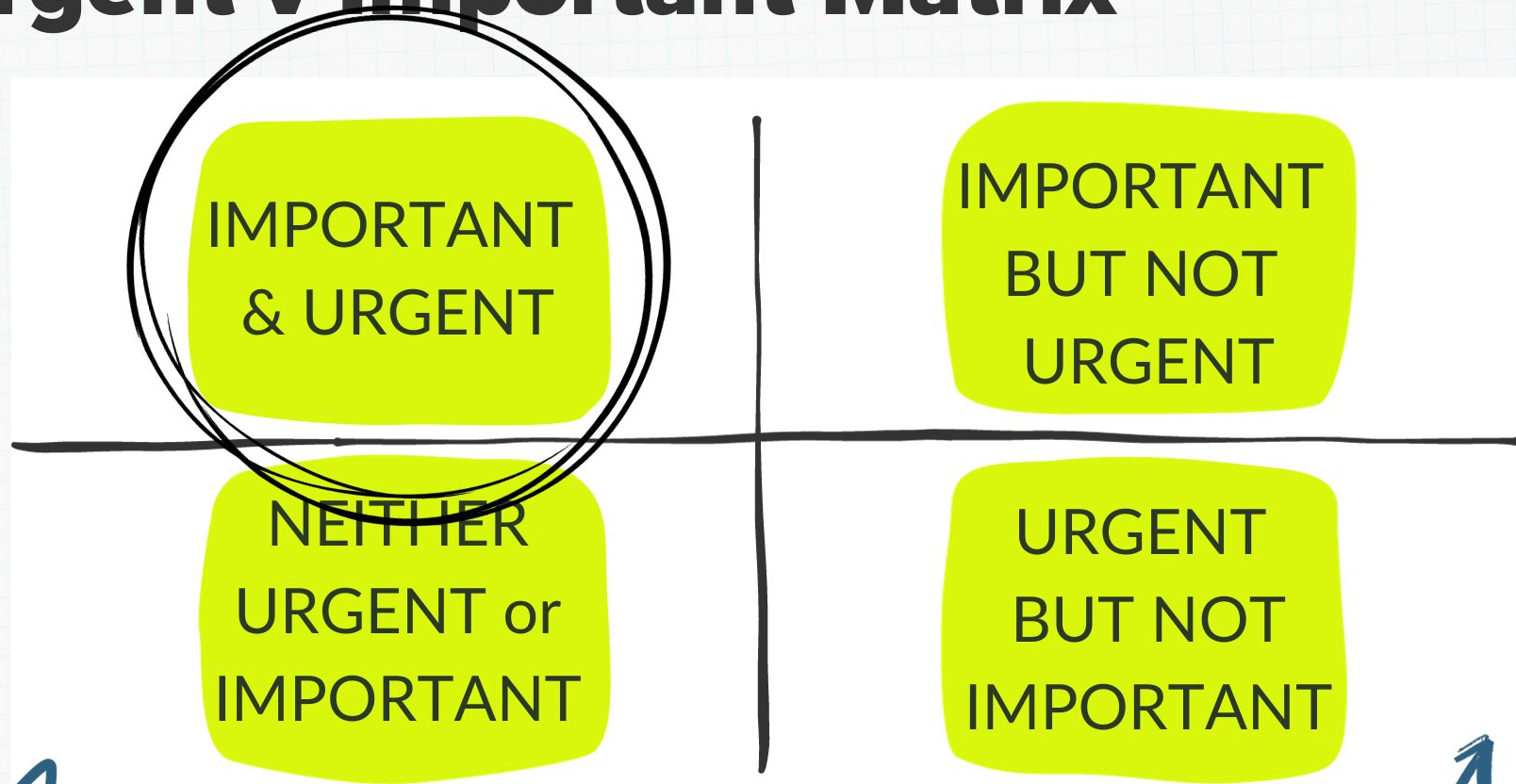
---

**Neither Urgent or Important**





# Urgent v Important Matrix



# Urgent AND Important

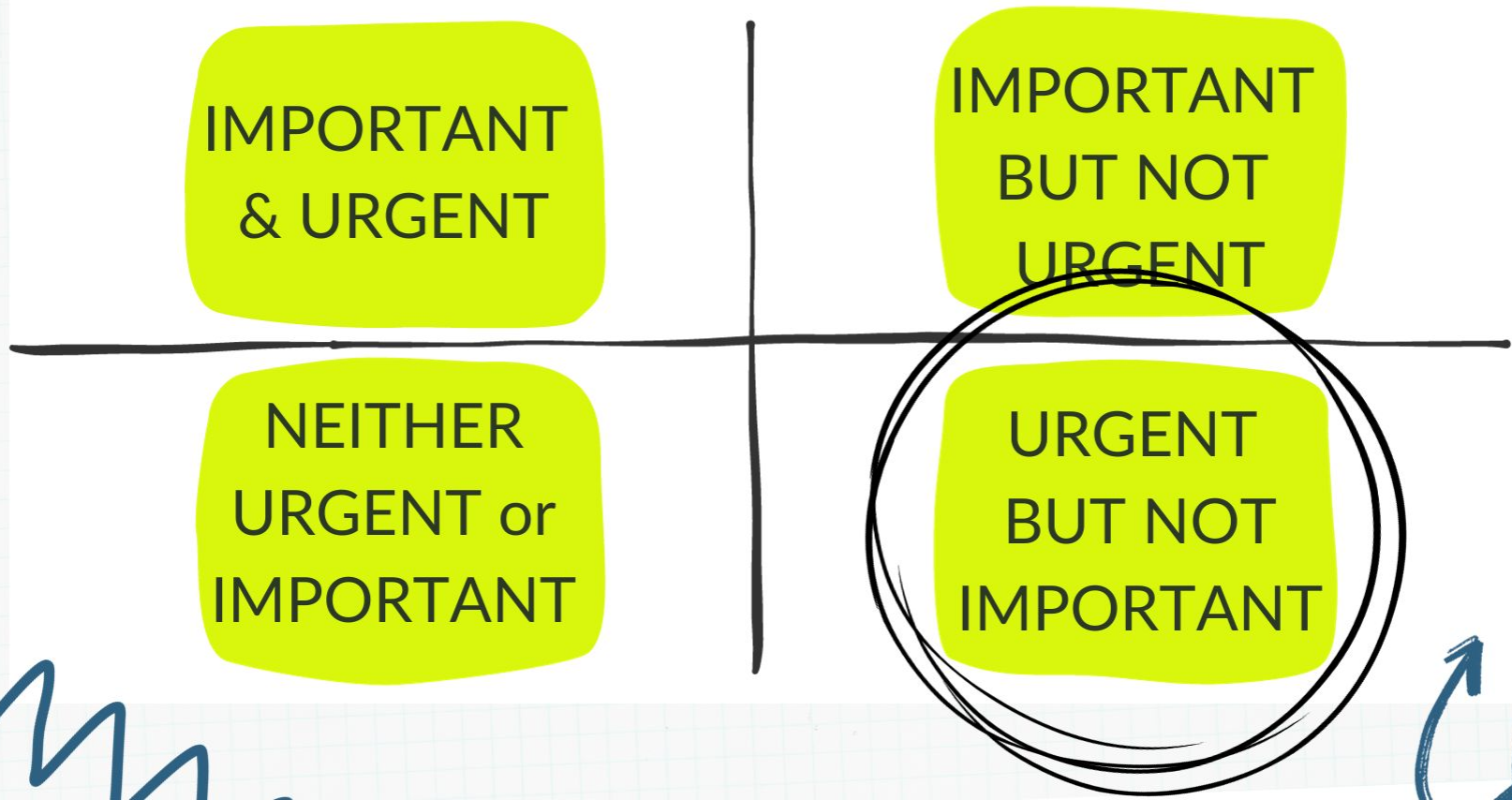
Question your  
assumptions and habits.

What tasks are you  
treating as urgent that  
simply aren't?

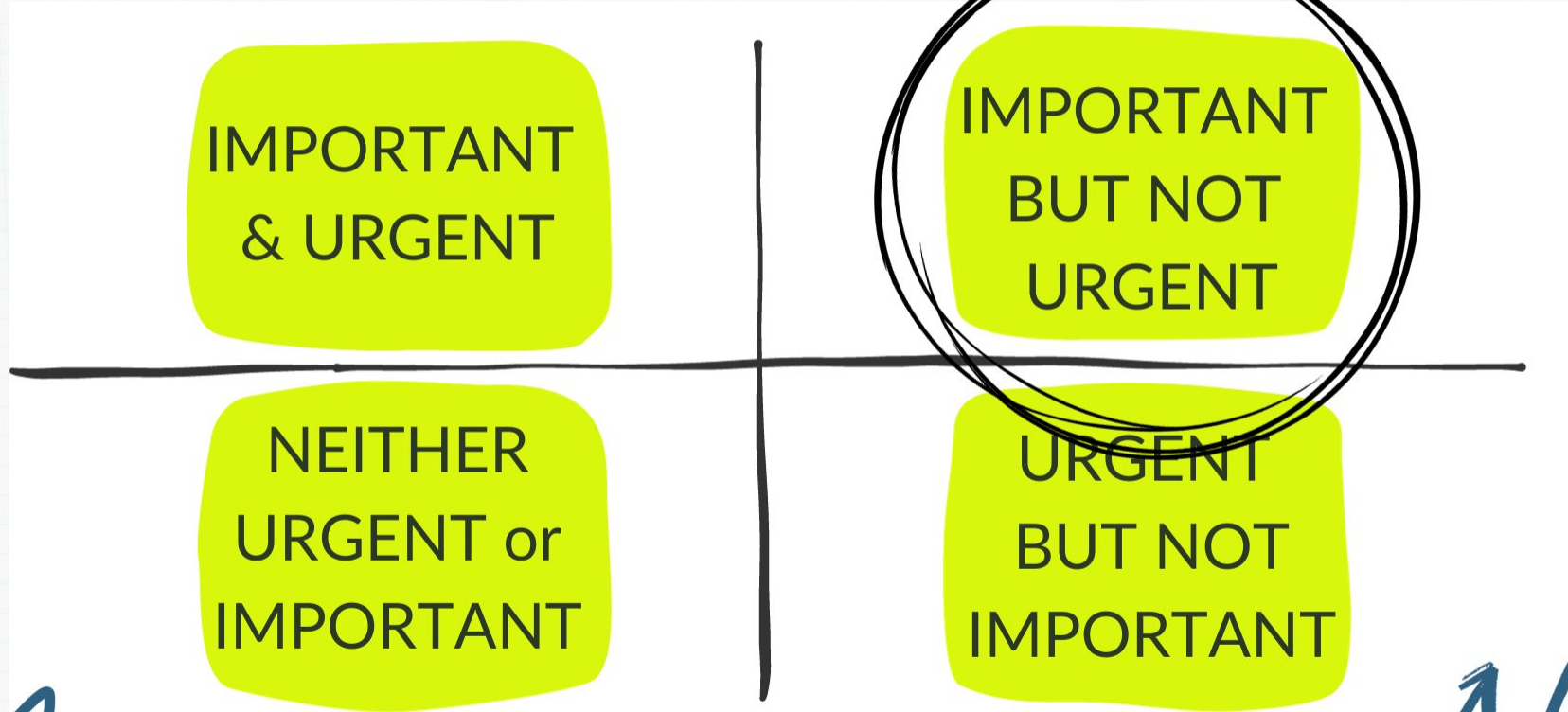




# Urgent v Important Matrix



# Urgent v Important Matrix



It's  
going  
to be  
OK.



# 3 Challenges Holding Back Your Sales Process

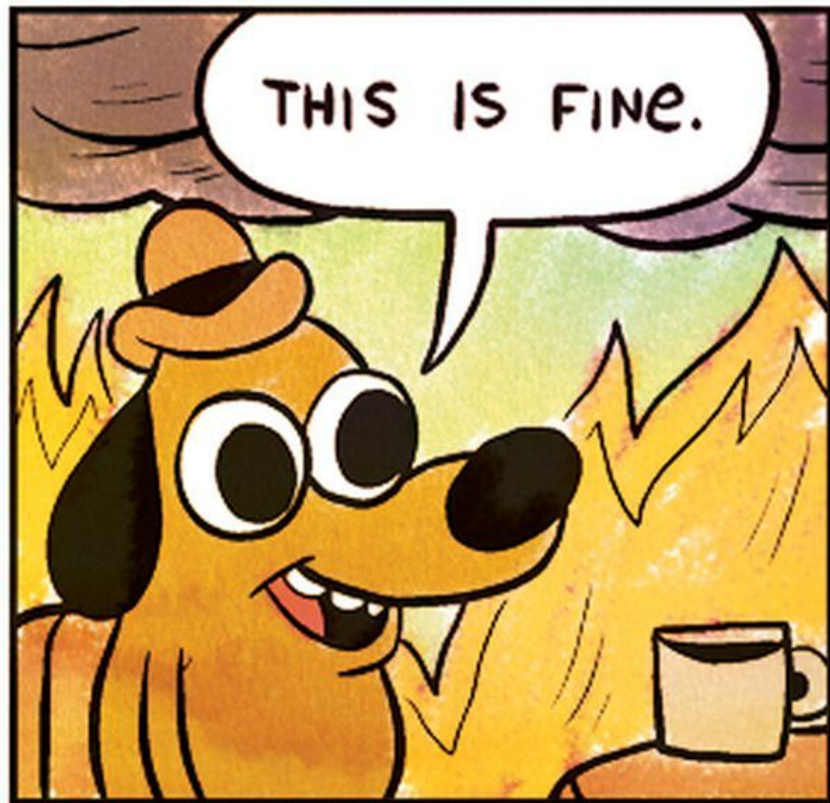


**Sales  
Acumen**

**Too much  
admin**

**Too little  
strategy**

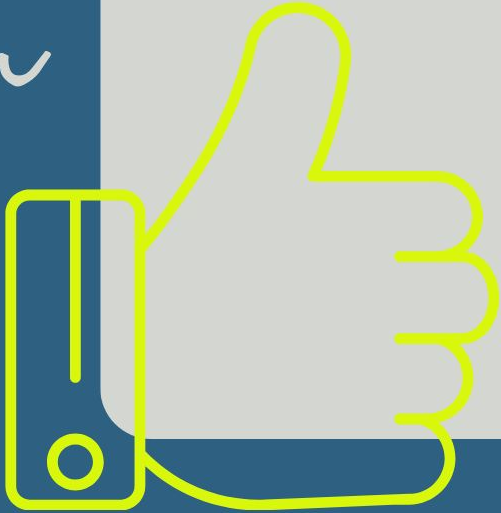






It's time to say

**Yes**



# Important but not Urgent



Identify three activities  
that clearly support your  
KRA. Time block to  
prioritize those activities.



**Easy as  
1, 2, 3**

# **Identify Key Result Oriented Tasks**

Identify 1 task that is  
neither urgent or  
important you can delete  
or delegate.

Identify 2 tasks that are  
creating false urgency to  
reduce daily distractions.

Identify 3 tasks that are  
critical to achieving your  
KRA & make them a  
priority ASAP!



# THANK YOU!



@ Leslie Venetz



@ B2BSalesCoach



@ SalesTipsTok