



3 Plays To Optimize Your Sales Process

What's going on folks! It's Armand Farrokh here, crashing the Boomerang party.

When there's the pressure of hitting your number, while also balancing all your tasks, it's vital that you're able to maximize your productivity by optimizing your day.

By doing so, you'll be able to eliminate a few common problems that can ruin a reps day:

1. Running your day with no plan, only to find that the day is almost over
2. Sitting on Zoom, only to get ghosted by a prospect
3. Blindly juggling tasks, only to accomplish half of the list

So here's what we've got in store today:



Planning Your Day:

An optimized schedule to fit your rhythm



Asking For A Meeting:

Best practices to booking a meeting



Prioritization Checklist:

Clear your inbox using the 4 D's

About Boomerang

Founded in 2010, Boomerang is the leading provider of productivity solutions, with a suite of tools that redefine work-life balance and time management. Best known for thoughtful tools that allow over 1M businesses to automate and better manage their email and schedules, Boomerang for Gmail and Boomerang for Outlook include popular email features such as Inbox Pause, Response tracking, Send Later and the Responsible AI writing assistant. Boomerang also offers its meeting scheduler, Bookable Schedule. The scheduling features are based on their patented Magic Live Calendar and have helped users book 120% more meetings and saved over 160K hours of scheduling time. Boomerang is available as a browser extension and on iOS and Android. For more information, see boomerangapp.com.

Planning Your Day

Optimizing Your Golden Hours

Ever caught yourself jumping between cold calls, responding to emails, and running meetings, only to find that the day is almost over?

The best way we've found to avoid this is to employ the concept of **The Golden Hours**.

More importantly, making sure you plan ahead to protect those precious hours.

A rep's workday typically has 3 buckets of activities that need to be conducted.



1 Live Selling During Golden Hours

- a. Customer calls
- b. Live cold calls
- c. Live cold emails / Outreach task blasting
- d. Time-sensitive deal-correspondence



Admin:

- a. Follow-Ups
- b. Pre-meeting Confirmations
- c. Research



Internal Meetings

Your golden hours are anywhere from 8 AM to 3 PM when prospects are most likely to respond to your live selling tasks. Ruthlessly block out those first hours of the day to live-sell, and leave your Admin & Internal tasks for later in the day.

Here's what an example day could look like:

Optimized Schedule			
Category	Time	Task	Tips
Live Selling (Golden Hour)	8-9 AM	Deal Correspondence	This is the best time to be working your prospects. Whether you're cold calling or taking customer calls, block out your Golden Hours to do so.
	9-11 AM	Customer Call	
	11-12 PM	Cold Calls	
	12-1 PM	Email Outbound	
	1-2 PM	Customer Call	
Internal Meetings	2-2:30 PM	Manager 1:1	Utilize the early afternoon to batch internal meetings.
	2:30-3 PM	Cross Functional Meeting	
Admin	3-3:30 PM	Follow-Ups	<ul style="list-style-type: none"> • Once golden hour passes, smash through your admin tasks in one batch. • You might close / pause your inbox to avoid incoming distractions.
	3:30-4 PM	Draft Email Follow Ups	
	4-4:30 PM	Pre-Meeting Confirmations	
	4:30-5 PM	Research	

The Emails

Never get ghosted again

You're sitting on the Zoom, checking the clock. It's been 6 minutes and the prospect still hasn't shown up.

Am I getting ghosted... *again?*

We've been taught a million things about how to best schedule a meeting, but we're here to give you data backed answers on how to optimize scheduling calls to never get ghosted again.

Email: Cold Outbound	
The first piece of the puzzle is writing a clear and effective email to hook the prospect to take the meeting with you. Use a tool like Respondable to write more actionable emails.	
Email	Why It Works
Hey X, as a Sales leader, curious how your reps sort out their outbound flow? If I can {{improve current workflow}} would it be worth a chat? Either way, congrats on the recent promotion! Cheers, Armand	<ul style="list-style-type: none">✓ Keep the message tight and not too wordy✓ Ensure that the message is legible at a 3rd grade level✓ Find the perfect balance of politeness, positivity and subjectivity.

Email: Inbound Lead

You've received an inbound lead, here's the best way to respond.

Club Pro Tip: Time of invite matters. Giving someone an option to book within 24 hours is typically quite effective. More tips [here](#).

Email

Hey X - appreciate the response!

Would love to find a time to chat.

Here are my availabilities below:

Pacific Time [Change](#) Overlay your calendar

PDT	Mon Jul 31	Tue Aug 1	Wed Aug 2
9 AM		Choose 9am	Choose 9am
10 AM		Choose 10am	Choose 10am
11 AM	Choose 11am	Choose 11am	
12 PM	Choose 12pm		
1 PM			

[+ a few other slots](#)

Cheers,

Armand

Why It Works

- ✓ The best time to schedule a meeting is at 11am Monday morning. People want to get meetings done and off the calendar, and this time period has the least potential for conflicting with other meeting invites.
- ✓ Avoid Wednesday and Thursday afternoons. These are the most popular times to offer, meaning the potential for conflicts is high.
- ✓ Using a meeting scheduler like Boomerang makes it super easy to suggest 7 slots or more, especially compared to manually typing time slots.

Email Prioritization Checklist

The 4 D's of Productivity

When it comes to clearing out your inbox, there are many complicated systems folks gravitate towards. We like to keep things simple using the **4 D's Of Productivity**.

Here's how it works:

- 1 Do:** If an important email that only you can respond to comes up, handle it right away.
- 2 Delegate:** If the email can be assisted by one of your teammates, delegate it.
- 3 Delete:** If the email is not of utmost importance, delete it.
- 4 Delay:** If the email doesn't fall into any of the following categories, either snooze the email or follow up using Boomerang's reminder tool.

Let's look at some examples to lock in this concept.

Prioritizing using the 4 D's	
Task	Decision
Prospect loops in folks to begin security review	Do: Route over appropriate documents to begin the process
Follow up to an intro to the legal team	Delay: Given the intro just happened yesterday, it is ok to delay this. Utilize reminders to have it pop back up into your inbox in 3 days.
Respond to a cold email	Delete: Not currently reviewing new vendors, go ahead and delete it.

And that's a wrap!

Here's where you can get more of where that came from.

Those templates aren't gonna use themselves, so go put 'em to work!

And if you liked where these came from, check out more [here](#).

Cheers,

Armand

