



THE SELLERSHIP SYSTEM®

HIGH PRODUCTIVITY TOOLS

TIME MANAGEMENT

For Busy Sales Leaders

Your complete workbook for mastering time, eliminating overwhelm, and leading your team with unshakeable focus.

@BENWARDLEADERSHIP

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This workbook is your companion to the High Productivity Tools module of the The Sellership System®. Use it alongside the videos. Fill it in digitally and print, or print blank and fill by hand. Your typed answers save automatically.

NOTE TAKING

Capture the wisdom Ben shares — key principles, frameworks, quotes, and strategies from the videos.

NOTE MAKING

Capture **YOUR** unique insights, bursts of thought, and action items. Draw a line down the middle of your notepad — one side for each.

CHALLENGE

Get a dedicated notepad for this masterclass. Every fill-in field is your note-making space — your insights, your action items, your bursts of thought. **Write them down before they disappear.**

Filter the Noise

KEY PRINCIPLE

"Note-taking captures the wisdom of others. Note-making captures **your own unique insights** and action items — and turns them into action."

In this course there will be things worth capturing — and things that spark a burst of thought *in you*. Keep a dedicated notepad. The smallest commitment remembered builds the biggest trust.

MY NOTES (from the videos)

Key points, quotes, and principles...

MY NOTE-MAKING (my insights & actions)

My bursts of thought, ideas, and action items...

BURST OF THOUGHT RIGHT NOW

What idea or action just popped into your head? Capture it before it disappears.

Write it down now...

Your Trusted System

KEY PRINCIPLE

Get everything **out of your brain** into one trusted place you will go back to — so you stay calm, present, and execute with clarity.

You don't have to use OmniFocus. Choose any tool that syncs across devices and that you'll commit to. The key is **one trusted place outside your brain** — for capturing bursts of thought, commitments, and action items all day long.

THE SYSTEM I WILL USE

e.g. OmniFocus, Notion, Todoist, a physical planner — the one I will actually commit to...

SETUP CHECKLIST

- ☐ Choose a task management system that syncs across all my devices
- ☐ Set up an Inbox to capture every thought, idea, and commitment throughout the day
- ☐ Create project categories or buckets for different areas of my work and life
- ☐ Schedule a weekly 60-minute planning session to clean up my inbox and prioritize
- ☐ Commit to a daily 10-minute review to identify the day's highest priorities

MY BIGGEST ORGANIZING CHALLENGE RIGHT NOW

Where does your current system break down? What commitments are slipping?

Be honest — this is where real growth starts...

Eat the Frog + ABCDE Method

MARK TWAIN · EAT THE FROG

"If you're going to eat a frog, eat it first thing in the morning — that way it's the worst thing you'll do all day." **Do the worst first.**

- A Must Do** — Serious consequences if left undone. These are your FROGS. List A1, A2, A3. Never do a B when an A is left undone.
- B Should Do** — Mild consequences. Tadpoles. Important but not urgent.
- C Nice to Do** — No real consequences either way.
- D Delegate** — Anything someone else can do. Free yourself for the A's only you can handle.
- E Eliminate** — Tasks done out of habit that no longer serve you. Cut them.

DAILY PRIORITY WORKSHEET

Every minute in planning saves 10 in execution.

STEP 1 · MIND DUMP — LIST EVERYTHING YOU NEED TO DO TODAY

Task 1...
Task 2...
Task 3...
Task 4...
Task 5...

STEP 2 · MY A'S (MUST DO)

A1: ____
A2: ____
A3: ____

STEP 3 · DELEGATE + ELIMINATE

Delegate to ____:
Delegate to ____:
Eliminate: ____

MY A1 FROG TODAY

The single most important thing I must do today...

5 Rules for Busy Sales Leaders

These five rules — learned the hard way over 20 years — are the non-negotiables of a high-performing leader. Review them daily. Teach them to your team.

RULE 1

If it doesn't have to be done, it **HAS TO NOT** be done. Ask the \$248,000 question: *"What's most important right now?"*

WHAT DOES THIS MEAN FOR ME?

RULE 2

The worst use of time is doing something well that **doesn't need to be done at all**. Busyness ≠ Success.

WHAT DOES THIS MEAN FOR ME?

RULE 3

Only do **what only YOU can do**. Delegate or eliminate everything else.

WHAT DOES THIS MEAN FOR ME?

RULE 4

There's never enough time to do everything, but there's **ALWAYS** enough time for the most important thing. Apply the 80/20 rule.

WHAT DOES THIS MEAN FOR ME?

RULE 5

Every minute you waste at work, you take from **the people you love**. Work all the time you're working. Then be fully present at home.

WHAT DOES THIS MEAN FOR ME?

Essentialism

The Disciplined Pursuit of Less But Better

by Greg McKeown · **Required reading for every leader.** Ben's top 5 takeaways:

- 1 Wisdom in life consists of the elimination of non-essentials.** Learn to filter the noise and focus on what truly matters.
- 2 Almost everything is noise.** Very few things are absolutely essential. Your job is to identify the essential amidst the noise.
- 3 Ask yourself: Which problem do I want to solve?** Don't try to solve everything — unless you're okay with mediocrity.
- 4 Sometimes what you DON'T do is more important than what you do.** Prioritize and choose wisely.
- 5 Our highest priority is to protect our ability to prioritize.** Guard your time and your mind to make the best decisions.

MY BIGGEST TAKEAWAY

Which principle hits hardest for you right now, and how will you apply it this week?

The principle that resonates most is... because... This week I will...

A Kick in the RAS

THE RETICULAR ACTIVATING SYSTEM

Your RAS sits at the base of your brain — the size of your pinky nail. It filters your focus. **Tell it exactly what you want, and it goes to work finding it** — attracting people, opportunities, and resources to help you achieve your goal. Where focus goes, energy flows.

MY #1 LEADERSHIP GOAL — NEXT 90 DAYS

Write it clearly. Specific. Measurable. Time-locked.

e.g. Double my team's sales in the next 90 days by implementing daily coaching and accountability structures...

WHAT DOES SUCCESS LOOK LIKE?

Visualize it. 6 months from now, you've achieved it. What has changed?

My team is... My income is... My confidence feels... My family sees... My reputation as a leader is...

AVOID THE FIXATION ERROR

The Fixation Error is focusing on what you **don't** want — "I can't miss my targets," "I can't mess this up." Fixate on the negative and you lead yourself directly to it. Reframe to what you **DO** want.

WHAT I DON'T WANT

What are you fixating on that you don't want?...

WHAT I DO WANT INSTEAD

Reframe. What do you actually want?...

Vision MAP™

Massive Action Plan · A Fulfilled Life on Your Terms



KEY PRINCIPLE

"Success without fulfillment is the ultimate failure." What does a **fulfilled life mean to YOU** — not what others want for you, but what you truly desire?

The Vision MAP™ is Ben's personal system for designing an intentional, fulfilled life across every dimension — purpose, family, health, finances, faith, and growth. Use this page to begin. Then go deep with the full resource.



GO DEEPER

Download the full **Vision MAP™ Field Guide** — available in your module resources. It walks you step-by-step through building your complete life blueprint.

A FULFILLED LIFE FOR ME MEANS...

In 3–5 words or phrases, what does your fulfilled life look like?

e.g. Freedom. Deep impact. Fully present. Financial peace.

MY LIFE BUCKETS

The major areas of life that matter most to you?

e.g. Family, Health, Faith, Career, Finances, Personal Growth, Community...

WHAT NEEDS THE MOST ATTENTION?

Which area feels most off-track right now?

The area I need to focus on is... because...

Challenge: Download the Vision MAP™ Field Guide and fill it out this week. Starting with one idea today is all it takes to engage your RAS.

SMART MAP™*Massive Action Plan · Turn Any Goal Into Results*

In life, you don't get what you want — you get what you *have to have*. The SMART MAP™ takes one specific goal and makes it a must. Complete for your #1 goal from Section 6.

S**SMART GOAL**

Specific · Measurable · Aligned · Realistic · Time-Locked

My SMART goal is...

☐

Specific

☐

Measurable

☐

Aligned

☐

Realistic

☐

Time-Locked

M**MEANING**

Why is this goal important? Make your WHY so strong that roadblocks can't stop you.

This goal matters to me because...

Achieving it will give me / my family / my team...

Not achieving it would mean...

My deepest reason is...

A**ASSETS**

Stack every reason you CAN achieve this. Give yourself permission to believe.

People who support me:

Skills and experience I have:

Resources available:

My determination to...

R**ROADBLOCKS**

When you name them, they lose their power. Anticipation is the competitive edge in life.

Visualize 6 months from now — you didn't achieve it. What stopped you? Write everything that could get in the way.

I didn't achieve it because...

What stopped me was...

The obstacles I can anticipate are...

**T****TAKE**

What will it take? Reverse-engineer your roadblocks and build your action plan.

PREVENTING ROADBLOCKS

To prevent [roadblock], I will...

To prevent [roadblock], I will...

To prevent [roadblock], I will...

**MY ACTION PLAN**

I will wake up at...

I will study / read...

I will talk to...

I will stop doing...

I will start doing...

**DAILY REVIEW COMMITMENT**

I will review this SMART MAP every day at ____:____ for the next 30 days.

Challenge: Review your SMART MAP every day for the next 30 days. Look at it 5 times a day if possible. You'll have new ideas — add to it. Remove what doesn't serve you. Make it live and breathe. *This is your roadmap.*

Take Massive Action

You now have the tools. Knowledge without action is worthless. The difference between you and every other leader is that **you take massive action**. Write your commitments and hold yourself to them.

1

I COMMIT TO

Write your first commitment...

2

I COMMIT TO

Write your second commitment...

3

I COMMIT TO

Write your third commitment...

I WILL REVIEW THIS WORKBOOK ON

Date: ___ / ___ / ___

Make it a great day.



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