

**TIME TRAPS: PROVEN STRATEGIES FOR  
SWAMPED SALESPEOPLE BY TODD  
DUNCAN**

FROM THE AUTHOR OF THE NATIONAL BESTSELLER *HIGH TRUST SELLING*

**TODD DUNCAN**

**TIME  
TRAPS**


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## About the Author

Todd Duncan, CEO and founder of The Duncan Group is one of America's leading experts in the areas of Sales and Life Mastery. His tapes, seminars, and books, including *High Trust Selling* and *Time Traps* have helped millions worldwide tap into their potential.

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## **WHERE DO YOU SPEND YOUR TIME?**

The answer may shock you. In fact, as much as 75 percent of the time you spend at work is probably a waste of time. That's right. 75 percent! If you're looking to the exploding field of time-management tools for answers, you're only wasting more time. After all, you can't manage time. The only thing you can truly manage is what you do with your time.

If you're ready to propel your career and your life to new heights, Time Traps is the book. And now is the time.

### **Endorsements:**

"Time Traps teaches how balancing your time and using it effectively can get you the freedom you seek."  
–Dr. Stephen R. Covey, Author of the international bestseller *The 7 Habits of Highly Effective People*

"Todd Duncan knows what it takes to get the most out of a day, and you would be all the wiser for heeding his advice in Time Traps. It's a career and life-changing book." –John C. Maxwell, New York Times best-selling author of *The 21 Irrefutable Laws of Leadership*

"Don't waste another second reading these quotes! Open this book and start learning how to expand your business without sacrificing your life." –Gary Keller, Author of *The Millionaire Real Estate Agent*

"Todd Duncan shows you how to use your time rather than abuse it. He'll teach you to make time an ally to become productive and prosperous. Make time to read this book." –Mark Sanborn, Author of *The Fred Factor* and president of Sanborn & Associates, Inc.

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## Most helpful customer reviews

17 of 17 people found the following review helpful.

It's not about time management, it's about task management

By Marvin Corea

One sentence summary: Build an effective and efficient team, don't waste time on nonproductive tasks and do what you enjoy doing.

NOTE: You may think that this book is not for you since it specifically states that it is for "Swamped Salespeople," but when you think about it, we are all salespeople in one way or another.

As a small business owner and entrepreneur, I am always looking for ways to make more time. Of course, everyone knows you can't make more time, but as Todd Duncan and his book *Time Traps* demonstrates there are ways that you can make better use of your time. The key is task management.

Here is a one sentence summary of each of the chapters:

- 1) Chasing the Wind - Don't try to manage your time.
- 2) The Identity Trap - Determine how to spend less time "working" while still being productive.
- 3) The Organization Trap - Stop wasting time (e.g. checking email every 5 minutes)
- 4) The Yes Trap - Stop saying yes all the time.
- 5) The Control Trap (get ready for a reality check) - Build a team!

NOTE: At one time or another we have fallen into the Control Trap. Remember, the first step to recovery is admitting that you have a problem. :)

- 6) The Technology Trap - Use technology only if it makes you more efficient.
- 7) The Quota Trap - Quality over quantity.
- 8) The Failure Trap - Don't cry over spilled milk, learn from the spillage and pour better next time.
- 9) The Party Trap - "Success is never final." Winston Churchill
- 10) Freedom (the touchy, feely chapter I liked which you MUST read) - "If a deep voice inside is telling you there's something more, something better, something you're still longing for, something worth striving for and fighting for, then your heart is still beating and there is still time to do something about it." (*Time Traps*)

One other thing that I like about this book is that there are executive summaries for every chapter, so you can get a really good idea about Duncan's recommendations in an hour (or as long as it takes you to read through 9 executive summaries and the last chapter on Freedom).

This is another definite addition to the Corea Properties and Esenai libraries.

Gotta go continue building the team...

10 of 11 people found the following review helpful.

Very good suggestions for improving efficient working and life improvement

By Amazon Customer

If you are like me you are looking at this book because you have a busy schedule, or a seemingly endless list of tasks that mutates and grows with each waking moment. Todd Duncan has been there and offers some help as to how to stop the bleeding. This book was recommended to me by a Pastor who put the points of this book to good use in his own life with very positive results.

This book isn't really a strict time management text as the title suggests. As the author points out, there are many books for this. Rather, *Time Traps* tells you how to be more efficient by freeing up time to do what you do best (in this case, making sales). So rather than be a slave to email or the phone, the author offers practical suggestions as to limit tasks that are not really that important to the bottom line. For example, if you have necessary paperwork, find someone else to do it by hiring an assistant or seeing what resources your company has to offer. Don't spend your time filling out paperwork, spend the time doing what really matters, the task for which you were hired. As a research faculty member, who seems to have to spend more time doing academic busywork than actual science sometimes, the themes of this book ring frighteningly true to me.

Although the book is marketed towards salespeople, there are important efficiency improvement techniques that can be learned by people of all professions. The book quotes stats that the majority of salespeople spend 43% of their time managing problems and administrative tasks (it could be worse in academia!). There is a discussion on how salespeople say yes too often ... the same applies to researchers who sometimes take on too many projects and thus devote to little time to actually doing the projects well.

Some of the items here aren't immediately applicable to other professions. For example, as a research faculty member I have a responsibility to train students, which is an inefficient but rewarding task. It is not something that can be completely delegated, although after reading this book I see how what I am doing can be improved. And research is a highly non-linear process. In other fields the concepts taught here might be more exactly on the money, so I would definitely invest time to read the book. But the idea that we define ourselves by our work is right on for all professions; how many times do we think that 80 hour work weeks sound impressive ... only to see the effects this has on marriages, health, and children. This book will help in at least some ways to keep that output but require less hours to do it.

The book has a slight Christian theme, but the author has a lot of neutral "live life to the full" concepts that should not be too offensive to non-Christians. The book is a quick read, and easily accessible with many modern-day references. In all I think you will find a lot of uplifting and helpful information here that just might improve your life.

6 of 7 people found the following review helpful.

How to get 4 extra hours out your day...without working late

By Mark Valenza

Early on in my career, I was given the advice to "touch each piece of paper only once". This is a utopian ideal, that doesn't actually occur on planet earth. In my line of work, there are up to eleven individuals involved in the average transaction, and i am supposed to somehow coordinate ten or so such transactions each month.

This book is for anyone who has worked a 12 hour day, and still had work spill over into tomorrow. Put another way, if you've ever thought to yourself "there must be a better way", then you ought to not only buy this book, but also read it from cover to cover.

No matter how efficient you may consider yourself, you will be surprised at how much room for improvement there actually is. This book offers simple commonsense solutions to the various "time traps" that tend to steal away hours of our valuable time, often without us being aware of the extent.

One of the major concepts is that you can't manage time, but you can manage "events". The book suggests various ways to study and perfect how you use your time, and suggests that if you "take care of the minutes, the hours will take care of themselves".

You might also consider checking out "High Trust Selling" from the same author. Both of these books introduce their ideas as laws or concepts which fit into an overall business and life philosophy. The ideas introduced are based on a study of top producers and superstars in various industries.

These books are both an excellent investment and a good read, and will probably change your entire outlook on time management and running your business "by design".

See all 21 customer reviews...

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