

# ODA / TOPLINE

## "Building Sales Capacity"

**A NOTE FROM JOEL**

**June 2015**

Welcome to the first issue of our ODA/TOPLINE newsletter. It is intended to initiate a learning community where Sales Pros exchange ideas and concepts. Get in touch with me if you would like to contribute. Our discussion explores the topic of Sales Capacity, a key concept in achieving our goals.

Welcome,  
**Joel McFadden**



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## ***What is Sales Capacity?***

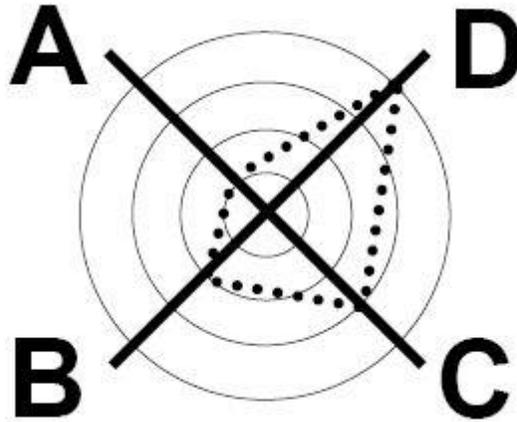
Owners and executives know that success in business depends upon bottom line performance. Measurements like Profit before Tax, Cash Flow and Return on Investment must be in focus at all times.

But equally, surfing back in our Income statement to the TOPLINE must also be critical. This is where the topic of Sales Capacity comes into play. Does our organization have the capacity to develop the sales revenue needed to achieve our bottom line goals?

*Sales Capacity* is defined here as the capability, structure, resources, personnel, policies, procedures and techniques required to achieve our TOPLINE goals.

It is the mission of this Newsletter and of ODA/TOPLINE as a service provider to help business owners understand, measure and develop their Sales Capacity.

## SALES CAPACITY MYTHS



We have all seen organizations fail to achieve their target sales volume. Our TOPLINE program takes a broad approach to addressing this situation. We all know that organizations need a strong outside sales component. But it is a myth that once you have sales the rest of the departments can follow suit and produce that volume. The capacities of these departments must match the outside capacity. The diagram above illustrates the reality not the myth.

A radar diagram can be used to represent how different variables interact to demonstrate actual capacity. The area of the diagram with dotted lines shows capacity.

In the example above there are four variables: **A, B, C and D.**

Each letter represents a factor affecting Sales Capacity:

- A** represents inside sales capacity
- B** represents outside service support
- C** represents capacity to produce or deliver product
- D** represents field sales capacity

In this example field sales capacity **D** is excellent and the capacity to produce **C** is probably OK.

But both outside service support **B** and inside sales capacity **A** are lower which results in a lower sales capacity as expressed by the area of the diagram.

Had all the support departments been up to par, higher actual sales capacity goals could be realized.