



ODA / TOPLINE **"Building Sales Capacity"**

A Note From Joel

July 2015

Thanks for your response to our first ODA/TOPLINE newsletter. In this second issue we will continue to develop the concept of Sales Capacity because it is often misunderstood and is difficult to measure.

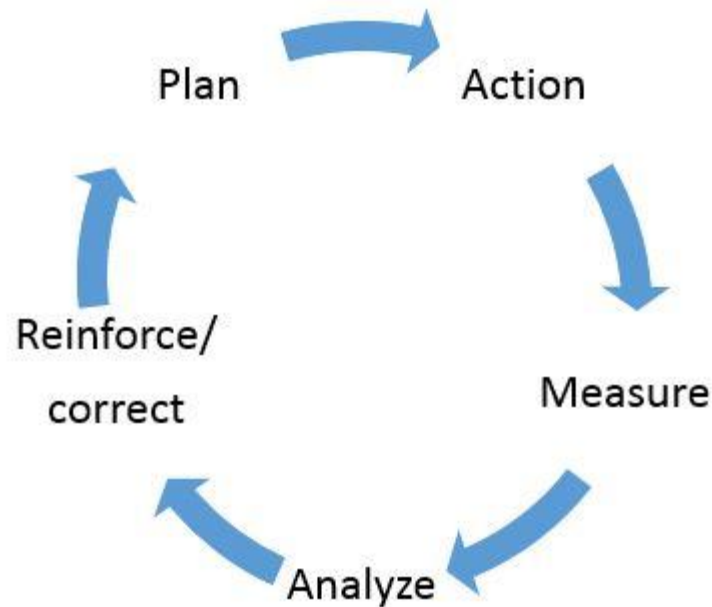
*Welcome,
Joel McFadden*



Starting at the Beginning

In the last newsletter I pointed out the inter relationship between the various elements of the business, and their potential impact on sales capacity. In this issue I will discuss how to get started in a process to develop that capacity in your firm.

The first step is to take a look at the goals that have been set for your Business. Having a Vision, Mission and set of Objectives in place goes a long way towards establishing a foundation for Building Sales Capacity. We believe in continuous improvement which is shown graphically:



We believe that any important efforts benefit from the use of the closed loop. A plan is set with specific goals to accomplish, actions follow towards these goals, measurement to assess progress guides the analysis, and action to make changes follows from our successes and failures.

To focus in particular on Building Sales Capacity, we will include back casting for the last few years to establish a baseline for critical parameters in the Income Statement. These numbers are used to forecast upcoming years' expected or desired performance.

A model is developed to match investment with opportunity.

Building Sales Capacity requires we start with a plan, measure the results and make corrections to close the loop.

Joel McFadden
484.252.4490

Give us a call today!

Let's Build our Sales Capacity!