



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

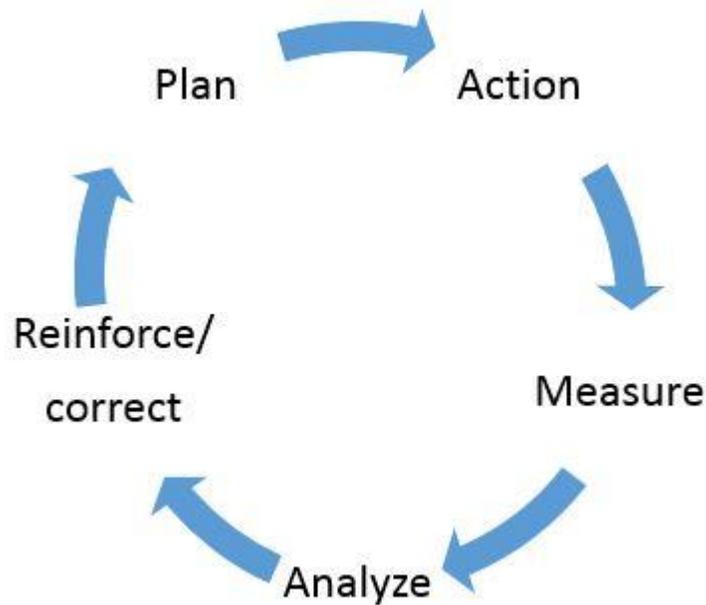
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In the July Newsletter we used a version of the ODA Closed Loop to represent the Sales Process. In this issue, we will focus on the step in that management tool where we put the Sales Plan into Action.

*Welcome,
Joel McFadden*



The Sales Rep in Action



The **Action** step can represent many different types of Selling. I have presented two categories based upon the type of customer contact.

- **Interactive** selling: a sales rep visits a customer face to face, participates in a two way discussion on the phone or conducts real time back and forth on line transactions.

- **One way** selling: sending a sales message via mail, fax or on line.

Many firms use both approaches and understand the relative benefits of each.

A Plan to put a sales rep in the field to visit customers must consider many elements of logistics and expenses. Phone selling brings different challenges and flexibility. The demand for on line sales has caused many firms to experiment adding two way communications to this selling approach. Interaction provides information to evaluate and react in real time, proactively responding to customer needs.

A good deal of our selling is of the one way variety: when we mail a quotation to a customer, email a response to a price request, or post information on the web. Customer response is not known to us immediately and timely follow up becomes critical to insure effective results.

Organizational needs of different sales styles vary dramatically and the choices are profound. A structure of personnel with appropriate capabilities is needed. The hand offs within and between departments must be smooth. Response time to requests for quoting, estimating and information must be timely.

As plans are developed for action so also should be plans for measurement. The opportunities for effective evaluation after the action must be considered and implemented.

Business plans in any organization are an important task. The policies and procedures installed are challenged by the vagaries of the sales environment. There are variables external to the firm caused by the customer and internal to the firm caused by the nature of the sales process. The savvy sales manager understands what can be controlled internally and what cannot.

Building Sales Capacity means understanding the sales environment, developing plans using best practices and managing behaviors which achieve our goals.

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Let's Build our Sales Capacity!

Give us a call today!