



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

### **A Note From Joel**

**January 2016**

There is no unique profile which defines the sales professional.

In fact, we have found a variety of personalities and behavioral characteristics which can lead to success.

But there are a few personal characteristics which we believe, when understood, define the top performers.

On March 1st and 2nd, 2016 we will convene a group of individuals at our

### **ODA / TOPLINE Sales Pro Summit**

At this seminar we will use a highly interactive approach to uncover and develop those personal characteristics, which when embraced and implemented lead to superior sales success.

We will have participants selling in a variety of venues: business to business, residential, retail and aftermarket service.

Our approach builds on our ODA material supplemented by case studies and the experience of the participants.

If you want to be the best sales person you can be, you don't want to miss this opportunity to hone your craft.

The Seminar will be held at the Hilton Garden Inn Islip / MacArthur Airport. This is an excellent facility centrally located and convenient to major highways.

Check in with me on the details.

**Good Selling,**

**Joel McFadden**  
484-252-4490

[www.kraftassociatesoda.com](http://www.kraftassociatesoda.com)



**Let's Build our Sales Capacity!**