



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

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In my January Newsletter I mentioned that:

"There is no unique profile which defines the sales professional."

At our recent Sales Pro Summit we had a variety of participants with a wide range of ages and experience. Their current positions involved many aspects of sales. The uniting factor was a desire to achieve sales excellence. We call that "Building Sales Capacity."

The seminar is just the beginning for these professionals. Each has committed to developing a personal Action Plan. In addition, each person has been challenged to become a life time learner in business. We find that the best sales people make themselves attractive to their customers. We looked at some real time examples at the Forum. The participants found that a white polyester suit is a particularly effective approach.

We have found that sales people who are always learning demonstrate a curiosity about their customer, which develops rapport.

The learning process is a fascinating part of sales. On the one hand the customer expects us to arrive on the scene with knowledge about our products and services and their application to their needs.

They also appreciate the Sales Pro who takes the time to learn about them as the customer and their unique and special situation. That builds positive customer relationships. The Sales Pro / Lifetime learner makes that happen.

The studying is on the fly making observations and turning them into opportunities. But we also benefit from developing our knowledge and skill in advance, before the contact. Learning more about sales and business. Make yourself an expert and build your own personal sales capacity!

Check in with me to learn more about our TOPLINE development. Who else in your organization or in your network should receive this newsletter?

Good Selling,
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