



ODA / TOPLINE

"Building Sales Capacity"

A Note From Joel

MAY 2016

Last month we talked about the management of our Sales Process. Our perspective was on the Sales Director. We listed some of the activities and characteristics recommended for success in that role. Think of this as the top down approach. In this issue, we will look at Sales Management as performed by the Sales Representative.

You will recall that I advocated self-management in part because it attracts some of the best candidates to the sales rep position. This carries with it responsibility and accountability for that rep.

A mixture of management and leadership is indicated for the Sales Director. As you will see from the list below, as it turns out, that this is true for the Sales Rep as well.

The most successful Sales Representatives:

- understand the market being served to provide leadership customer service
- doesn't make excuses but takes steps to insure success
- takes responsibility for managing customer relationships
- learns about products and processes related to the customer's business
- understands that "customer achieved goals" lead to repeat sales
- sets high standards for the sales presentation
- presents value to prospects to turn them into customers
- focuses on the outcome of the sales transaction but follows the details
- understands the impact of the correct activities on repeatable results
- stays on top of customer needs to coordinate supporting company activities
- manages details to provide excellent customer service

What else do you think belongs on this list?

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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Let's Build our Sales Capacity!

Give us a call today!