



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

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Last month we talked about Customer Service and the impact it has on the functioning of our organization. We all know that there are obstacles to providing excellent support in the marketplace. Some of these are external and some internal.

It is the internal misfires which drive most Sales Pros crazy. When we shoot ourselves in the foot with a clerical, communications or processing mistake, there are consequences to the sales process. Of course, if our suppliers or business partners make errors it is just as bad.

The best crafted sales plan is derailed and opportunities are lost.

To achieve our potential in the marketplace, to grow our sales capacity, we must function effectively with our internal and external processes.

Many firms have found that the time, effort and resources they invest in process improvement and control provide welcome dividends in sales. We can tackle that tough customer, we can make aggressive promises on delivery and we can overcome competitive pressures.

We need to have a rock solid foundation in place. The sales force both inside and out cannot be skating on thin ice. They need to be able to swing hard without losing their balance to win in today's marketplace.

Sounds good you say. So where do we start?

Let's start with some principles which we will develop in upcoming newsletters.

1. Understand your internal processes and how they affect sales.
2. Commit to improving every one.
3. Focus on the customer.
4. Close the loop continuously as you make changes.

Good Selling,
Joel McFadden



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Let's Build our Sales Capacity!

Give us a call today!