



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

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Nothing tears down our Sales Capacity faster than poor customer service.

The wasted effort and loss of client confidence has dire consequences.

It leads to emotional behavior and firefighting.

Looking at recent customer complaints can help, but don't rely solely on that approach. In fact, we can probably learn more from customer successes than failures. Listen to your customers but don't wait for them to speak up!

Instead start with a fundamental review of the internal activities which lead up to your critical customer facing actions: decisions you make on inventory levels, purchasing policies, quotation review and follow up, and the allocation of delivery, sales and customer service personnel.

Let's look at a **Case Study** to illustrate the point.

One of our clients was struggling with satisfying customers on the delivery of one of their more technical product lines. The customer would ask: "Why isn't this in stock?" My client considered making an investment in more inventory to remedy the situation. But after some study, they found that extra effort spent during the quotation process identified the right variation of the product, which resulted in a more accurate quote. Effective follow up with that customer then, resulted in the correct item being ordered more quickly which reduced the lead time. The fact is more inventory would have been an expensive mistake.

So the first step in Building Sales Capacity is understanding your internal processes and how they affect sales. Pick the processes which you believe address your customer's hot buttons. In the Case Study above the issue is delivery time. As you look at that issue, here are some questions you may want to ask:

- How critical is delivery for this product to our customer?
- When does our customer know what is needed?
- How can we get inside that customer's process and help them decide?
- What are the critical details we need from the customer to serve them?
- How do each of our own departments, not just sales, help the customer?

Then turn back inside your firm and make decisions on how you can improve each internal operation. In some cases more inventory is the correct approach, but that review of the internal processes will help decide what to stock.

Next time we will talk about tools you can use to make this improvement.

Good Selling,

Joel McFadden



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Let's Build our Sales Capacity!

Give us a call today!