



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

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While discussing Customer Service in recent newsletters, you may be thinking that this is a defensive aspect of selling. Even the best customer service program has one very large limitation: You can't prove your self until they buy.

We're in football season and we know that the defense can score points. All they need to do is get the ball. But in selling, short of hijacking your competitor's delivery trucks, oh sure in desperate moments we all have been tempted, customer service only helps you once you have the order.

Excellent customer service will help you keep customers and often make their business with you grow. But will it get that first order?

It depends a bit on your selling style. If you are a transactional problem solver you may have to wait to prove your worth.

There is a path to sales through Customer Service. It's all about your presentation style. Try this:

Describe a situation where you have helped other customers in the past, who now rely on you because of the service they value. You can paint a future picture for that prospect to benefit from your service.

I have seen sales reps paint such a picture that the prospect literally says:
" I would like that level of service; I am not getting it now from my present Supplier!"

It takes confidence to develop that credibility in a prospect. Here are some tips:

- Your story must be true, prospects see through Bull
- It must be relevant to your prospect's needs
- It must be concrete with specific examples of what you did
- It must focus on how your customer benefitted from the service
- It must be understandable for the prospect

A good tip is to document notes on some of your best customer service wins. Have the story ready so that you can bring it out during a call.

**Good
McFadden**



Selling, Joel



