



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

December 2016

I have a seasonal message for you this month.

"It is better to give than receive."

You say, I agree, but how much does that help me Build Sales Capacity?

It all depends on your perspective.

If you have the attitude that the world is out to get you and the safest way is defense, then this won't make sense to you. And if those customers are just out to get you anyway. Well, that's the first half of the Christmas Carol.

In the second half Scrooge has a new attitude.

He sees the people around him and changes his approach.

So, for us:

- What if your selling becomes helping?
- What if you start with common courtesy, an honest interest in your customers as people and look for ways to support them?
- What if as you learn about them you try to match their personal needs and wants?
- What if you set about improving their lot in life?

***All our best from Kraft/ODA this Holiday Season
Joel McFadden***



SEASON'S GREETINGS



Joel McFadden

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Give us a call today!

Let's Build our Sales Capacity!