



ODA / TOPLINE **"Building Sales Capacity"**

A Note From Joel

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In my August Newsletter, I asked the question: How can we get inside the customer's process? In that situation we were using the knowledge to influence the sale in our favor.

There is another powerful benefit to learning more about the customer. When we develop an in-depth understanding of our customer's business, we can move to a different role, that of the trusted advisor.

When you hear a customer say things like:

"You know what I need."

"You understand my problems." You may be in that position.

That comes with a price, doesn't it? You could easily cross the line and do work for the customer for which you are not paid. But it is worth it if you can erect a barrier against competition.

For this to pay off you must have a repeatable, accurate sales process with timely quotations, information exchange and follow up. You need to look at what you do and maintain the quality of your work.

There can be real synergism when this environment is created. In the Total Quality field manufacturers reduce errors and defects in their internal processes, repeatedly making highly accurate parts and assemblies, delivered on time. These companies help their customers reduce their error rates. They export quality. In fact modern automobiles and electronic devices come to the end user virtually defect free.

How accurate is your sales process? What can you do to make your sales process defect free? Where do you need to look to assure you are living up to that Trusted Advisor role?

Good Selling,

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Give us a Call Today!

Let's Build Our Sales Capacity