



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

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In my last newsletter, I talked about attending trade shows. I made some observations about that selling environment. I listed four points which I use to evaluate the quality of the presentation made by an exhibitor:

- Booth design
- Behavior of the staff
- The theme and focus of the effort
- Company Image

Let's apply these same evaluators to our own sales calls. At a trade show the prospect comes to you, now we are talking about when you go to them.

DESIGN: how do you present yourself?
what is your dress code?
what does your vehicle look like?
what impression does your handout material, catalogs,
sales sheets and proposals make?

BEHAVIOR: what is your body language?
what first impression do they see?
how do you choose your words?
how attentive are you?
what questions do you ask?
what information do you record?

THEME and FOCUS: why are you there?
is your objective clear?
how do you respect their time?
is your presentation valuable to the customer?

Next time we will talk about how these evaluators can add up to a positive Company Image.

*Good Selling,
Joel McFadden*

