



ODA / TOPLINE

"Building Sales Capacity"

A Note From Joel

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We have discussed taking every sales call seriously. This email continues that theme.

I have talked to many sales reps just as they are leaving to go on a sales call. I ask them to tell me about the upcoming call:

- who are you visiting or calling?
- do you have an appointment?
- is this a prospect or an existing customer?
- what is your objective for the call?
- how do you think it is going to go?
- what have you done to prepare for the sales call?
- what do you think will happen during it?

As you can see the questions start easy and get harder. Towards the end of our conversation I am asking them to predict what will happen.

My final questions get very specific:

- are you ready if the customer places an order today?
- what follow up do you plan for after the call?
- what will you do if the customer is not available to talk with you?

I ask a lot of questions because I want to model that behavior.

What is the most common reason we don't succeed in sales? There are many good answers to that question. In my experience we often fail because we don't ask enough questions when we are in contact with the customer. How often have you heard a salesman say: "I don't know; I guess I should have asked".

If you are a salesman, mix in the open ended questions which they cannot answer yes or no. If you are a sales manager ask more questions of your sales reps. Not are you ready for the call? But what have you done to prepare for the call?

The true Sales Pro understands the need to do so and they make it a habit.

Good Selling,
Joel McFadden



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Let's Build our Sales Capacity!

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