



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

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We have been talking about the importance of every sales call. Preparation is certainly the key and the questions I listed in the June newsletter are a good place to start. That list was written from the perspective of the salesman and the sales coach. Of course, there is a fundamental problem with relying just on that approach.

Have you ever heard a manager or business owner say: "I avoid talking to sales reps, they are always trying to sell me something and I find that very irritating."

Or that owner says: "My purchasing people and project managers are too close to those salesmen; besides, they are very busy and I don't want them to waste their time."

If you hear this or suspect this attitude exists with your customer or prospect, you need to push that reset button and start over. There are several reasons these comments are made. Here are three:

- The sales rep has not earned the right to take the customer's time; it has not proven to be a good investment.
- Your competition has built barriers to prevent your access.
- The owner doesn't trust his employee to make objective decisions without sales rep influence.

There are other obstacles to getting that appointment but you get the idea.

We will be talking about methods to overcome those barriers in upcoming newsletters.

But here is a take home message to close on:

You might be surprised to know that most prospects spend very little time thinking about you the sales rep. They have way too much on their plate to waste time on that.

Start by reviewing your Value Proposition from the customer's perspective and you can start to win with even the toughest.

**Good Selling,
Joel McFadden**

