



ODA / TOPLINE

"Building Sales Capacity"

A Note From Joel

August 2017

Last month I identified three potential obstacles to connecting with a prospect:

- The sales rep has not earned the right for the audience.
- Competition has you blocked.
- The owner restricts sales contact with his employees.

Back in the day, travelling sales reps in the Midwest gathered at the local Holiday Inn as they worked their territories for three or four days a week.

There was a certain amount of camaraderie present as we all played the sales game. There was one evening I remember where, after a particularly tough stretch some of us got together and vented our frustration.

The result was a Road Sales Bill of Rights, it goes like this:

- Sales reps are to be respected for their role in business.
- Key buyers should be made available.
- Appointments should not be cancelled by the prospect without due notice.
- Meetings should be scheduled to save the sales rep's precious travel time.
- Coffee, donuts in the AM, should always be available.
- Prospects should pay attention when we are talking.

I could go on, at some point, it got really crazy. Anyone who has sold will identify with these sentiments. So how can we turn the tables on this situation? The answer as always, is to focus on the customer.

What would a Customer Bill of Rights be?

- The customer should always be respected for their knowledge.
- Sales reps should be available at the customers needs.
- Sales Reps should keep their appointments.
- Meetings should respect the clients valuable time.
- Sales reps should focus on timely value to the customer.
- Sales reps must take responsibility for keeping a record of every meeting.

What other standards do you set as a Sales Pro? I trust they are focused on the customer, your reward will be a win in the marketplace.

***Good Selling,
Joel McFadden***



Joel McFadden

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Let's Build our Sales Capacity!

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