ODA / TOPLINE
"Building Sales Capacity"

Note From Joel   September 2017

In my August Newsletter, I talked about a Customer Bill of Rights, that is what should be expected of a Sales Pro. I hope you noticed a common thread in that list: Timing. Being at the right place at the right time.

Early in my sales career I got to know Ed, one of those real Sales Pros. I made some joint calls with him and he always seemed to be on the top of his game. Ed was always at the right place at the right time. I could never figure out how he did it.

Some time later, I was promoted to Branch Manager and had access to our planning and call records. I couldn't resist the temptation and took a look at Ed's itineraries. And I confirmed what I thought. His activity rate, that is everything we measured: the number of face to face calls, the number of proposals sent, and the number of orders he booked were consistently the highest in the Branch.

So, I decided to talk to Ed about it. I wasn't his supervisor so it was a little awkward. I told Ed what I had done and he smiled and said:

> *"It is no secret, when I first started out I was frustrated that I was often behind. After a while I realized that I was not able to predict the precise time a customer might need me. So, I gave up trying, and instead committed to be there on a regular basis. The customer could rely on my being there and he would know he could count on me."*

We ended up using this straight forward approach in the Branch. We figured out ways to make standing appointments with busy engineering departments, City engineers and larger estimating departments at our contractors. And of course, the trick was to commit to timing that worked for them.

This allowed us to be prepared to make the best presentations and secure that precious commodity: the favorable attention of our customer.

How can you do that is your business?
What can you measure to get the most from your selling time?
How can you connect with your prospects, when they are ready?

Good Selling,
Joel McFadden