



ODA / TOPLINE

"Building Sales Capacity"

Note From Joel

October 2017

We have already agreed that the Customer has expectations which I am calling the Customer Bill of Rights. These expectations are fundamental in the sales process. Last month we talked about timing. This month it's one of those frustrating selling contradictions:

The sales rep says: "I know the customer needs help, but I can't help him if he won't let me in!"

The customer says: "It's not my job to train; the sales reps should know when I need help and let us get on with our business!"

The receptionist is told to say: "The boss is in a meeting..."

The project manager says: "I am too busy to see you..."

The sign says: "Meetings by appointment only..."

And how am I expected to help anyone when we are separated by a chain link fence?

In my January newsletter I talked about the sales rep as a "Trusted Advisor."

How do the phrases above change when the sales rep is viewed in this way?

The sales rep says: "I know the customer will need some help in making his buying selection; we have set up an appointment to go over the decisions he needs to make."

The customer says: "I have invited the sales rep in to help me train my employees in the use of his products."

The receptionist says: "The boss is in a meeting, I will get him a message because I know he will want to talk with you..."

The project manager says: "We have to keep this project moving; Let's take a walk out back and look at how we stand so I can place our next order..."

The sign still says: "Meetings by appointment, but you made one in advance, with an agenda because you and the customer are both busy..."

We will discuss methods to establish that Trusted Advisor Role; this is a game changer in sales.

***Good Selling,
Joel McFadden***

