



ODA / TOPLINE

"Building Sales Capacity"

Note From Joel

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In recent Newsletters we've pondered the relationship between the Sales Representative and the Customer. In my sales coaching I find that concept to be important to understand.

Let's think about this.

Do you see your sales role as a relationship building process?

Or do you see it as a business transaction?

This will have an impact on how you feel about your sales effort.

Of course, the kind of selling you do, the type of customer you service, the nature of your market and the products and services you sell matter. Some markets foster relationships because of face to face meetings, long product delivery cycles and the opportunity for repeat business.

Recently I saw an ad on the internet for a business to business product. This product can be purchased with absolutely no person to person contact. In fact, if you seek that contact you will pay extra! I won't name the business, but they are very successful. Do they develop a relationship with their customers? Yes, they do!

Many businesses rely on their product to get in the door; the relationship happens later. This results in the sale of more products and services. A mass marketer studies their demographic very diligently before ever initiating the selling process.

Those of us in personal one on one selling could learn from that.

How much research do you invest in before approaching a prospect or even an existing customer? What impact would that have on the reception you receive on a sales call? How would your attitude be affected by doing that homework in advance? I know, you can dance with the best of them and are seldom at a loss for words. But even if you do have that skill...

Build that relationship on the merit of your experience and research and you get the best of both worlds.

***Good Selling,
Joel McFadden***



Joel McFadden

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Let's Build our Sales Capacity!

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