



ODA / TOPLINE

"Building Sales Capacity"

Note From Joel

January 2018

I used a term at the end of last month's newsletter, an Even Exchange.

Our ODA consultants have used this term for many years as part of the Recruiting Process. As we do a comprehensive interview with a candidate we establish Rapport by sharing information about the position in question. We provide a Position Description first and then ask for a Resume from the candidate. This establishes a level playing ground. The positive environment created fosters mutual learning and a successful interview.

I used the term in a different context. The use of Even Exchange works very well in Market Research. Let's look at an example.

You are trying to develop a relationship with an important prospect. Understandably, this person, who has serious authority to buy, is very busy. Her time is valuable. This is an obstacle to getting interest.

Study the prospect's business and learn where his difficulties may lie. What are the likely issues faced as to technology, timing and money? If you don't know find out. Then approach the prospect with information and ideas which help him! This is the first part of the Even Exchange; you must go first.

Now the door is open, maybe only a crack, for the Prospect to respond back with information for you which moves the sales process forward.

Tips on an Even Exchange

1. The information must be of interest to the Prospect.
2. You must be knowledgeable enough to explain it.
3. Saving money is always a good topic to build interest.
4. Time saved is a strong second.
5. Technical, Code and Trade Standards are standbys.

Remember, the Prospect is the sole judge regarding the value of your part of the Exchange.

**Good Selling,
Joel McFadden**



