



ODA / TOPLINE

"Building Sales Capacity"

Note From Joel

February 2018

I wrote last month's discussion about an Even Exchange because of the current environment in business. I don't have to tell you that there is an information overload out there.

Most of my clients have a seasonality in their business, this has an impact on many firms. In some cases this is weather related, in others the pace of business rises and falls for other market factors.

Every business has a calendar looking forward. The so called off season gets special attention. The list includes external events: trade shows, vendor training, meetings with sales reps on new technology, buying trips ,etc. And internal actions: in house sales training, seminars on new products, orientation on updated and new software, development of new marketing and selling plans.

Of course, our clients and customers are exposed to many of the same distractions and opportunities to learn.

So, how can a Sales Pro take this situation and run with it? Professionals make sure that this environment is turned to their advantage. How do they do it?

What are the steps necessary to maintain the Sales Pro Advantage?

1. The Sales Pro values her time and says:
"How will this event on the calendar help me sell?"
2. The Sales Pro thinks about his product and application knowledge and commits to continually improve it.
3. The Sales Pro is persistent in asking questions.
4. The Sales Pro is a world class listener, pays attention and keeps focus as all that information is flowing.
5. The Sales Pro is always thinking about his client or customer.
6. The Sales Pro then applies what she has learned.

That information is part of the Even Exchange.

Remember how I closed last month's newsletter, the Prospect is the judge of the value of what we deliver. If we expect to earn that time, we must spend the time.

***Good Selling,
Joel McFadden***



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Give Us a Call Today

Let's Build our Sales Capacity!