



ODA / TOPLINE "Building Sales Capacity"

A Note From Joel

May 2018

We have been talking about asking questions in recent newsletters.

Now it is time to start talking about performance.

No, not the customer's performance, yours and mine.

What standard are you holding yourself to?
How does this influence your behavior?

Many of my clients are in the building or construction business, many different markets and industries, products and services being sold. But there is one surprising similarity to these markets. Your customer starts his day early. This is not exactly a news flash is it?

Early in my sales career I was on the road covering a large territory. I realized that I needed to get to job sites frequently. My contractor customers fine-tuned their assignments to workers first thing. The project manager and his team had questions on the work right after. And then they met with other trades and engineers in a mid-morning project meeting.

So, I concluded that if I arrived late morning they would be available to meet with me. I was exactly right. But not correct. Arriving later caused me to miss opportunities to help my customer: when he was giving out the work and fielding questions from his worker; and when he was asked questions by engineers, other tradesmen and owner reps at the progress meeting.

The rhythms and timing of your market may not be the same as mine. But there is a time that gives you the optimum face time with your customer.

Also, timing is just as important for other methods of communication. There is a right time to call, email or text your customer. Sent too soon, messages get lost or intersect with later ones.

Part of getting to know your customer and his habits.
More on that in my next newsletter.

*Good Selling,
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Give Us a Call Today

Let's Build our Sales Capacity!