



ODA / TOPLINE

"Building Sales Capacity"

A Note From Joel

June 2018

In our last newsletter we talked about sales person performance. We focused on communications and the right time to make a sales call or visit a customer. The importance of this timing is clear.

We all realize that what is convenient for us as a sales rep is not always convenient for the customer. And as I pointed out in the last newsletter, the timing of a visit is critical.

To help us understand this timing we need to get inside the customer's head. In the field of Customer Driven Quality Improvement, there is a term called the "Voice of the Customer." In this arena we are designing customer satisfaction programs that are customized to known needs. Developing techniques to hear that customer voice clearly helps provide the right service. A wide range of businesses have redesigned their stores, delivery processes, customer service centers and management style listening to that Voice.

So how does this help us as sales reps?
How can we unlock that Voice?
I will describe a sales scenario to illustrate.

Sales Rep #1 is looking at her calendar, her responsibilities in the office, the schedule for the next product training session, the weather forecast, the condition of local roads and that crazy mid-day traffic. Armed with this data she calls her customer and asks: "I'm going to be in your area tomorrow, do you have a few minutes for me?"

Sales Rep #2 calls her customer and says: "I understand you will be installing my product tomorrow. What questions do you have?"

Remember we made that change to the bill of material. I have an extra set of instructions if you need them."

Depending on how this goes, Sales Rep #2 will be with the customer, today, first thing tomorrow, or some other time depending on her customer's needs. She will do this repeatedly with this customer so that she is with the customer at the right time.

If you ask the right questions and let these answers guide your day, you will have productive sales calls.

**Good Selling,
Joel McFadden**



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Give Us a Call Today

Let's Build our Sales Capacity!